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AUG 12 1952

PUBLISHER'S BINDING

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 1 — NEW YORK, U. S. A., WEDNESDAY, JANUARY 2, 1952 — TEN CENTS

Para. Okays Its Films for Skiatron Test

Negative Universal Reply Expected; UA Undecided

Paramount Pictures will furnish product for a bona fide test in New York City of Skiatron subscription home television, Paul Raibourn, Paramount vice-president, disclosed here.

United Artists said it was considering Skiatron's bid, while a spokesman for Universal pointed out that Universal was one of the few companies that did not furnish films for the Phonevision test in Chicago and he felt that there should be no change of policy for the Skiatron test.

Raibourn, in commenting on Skiatron's request made to all major com-

(*Continued on page* 5)

1952 Brings New Executive Roles to Many in Industry

Numerous executive changes in film home office executive staffs become effective today with the start of the new business year.

Charles M. Reagan officially takes over this morning as head of domestic distribution for Loew's-M-G-M, succeeding William F. Rodgers, now on an extended vacation in Florida, who enters upon a two-year period in an advisory and consultative capacity.

Jerome Pickman, advertising-publi-

(*Continued on page* 5)

$9,427,000 Warner Profit Last Year

Warner Brothers Pictures, Inc. and subsidiary companies report for the year ending Aug. 31, 1951 a net profit of $9,427,000 after provision of $9,100,000 for Federal income taxes and after provision of $700,000 for contingent liabilities.

For the preceding year the net

(*Continued on page* 4)

N. Y. Film Delivery Strike Averted Over Holiday; New Deadline Is Set

Deliveries of prints to theatres in the New York Metropolitan area and outlying districts were assured over the New Year's holiday and through this week under an agreement reached between the 14 carrier companies and AFL Teamsters Local No. 817, thus dissipating the threat of an immediate film deliverymen's strike, previously scheduled to begin yesterday.

The agreement to postpone the strike deadline to this weekend was arrived at following a three-hour drivers' work stoppage which had the effect of delaying print deliveries to theatres by about one hour, according to Ira Meinhardt, attorney for the carriers. The work stoppage prevailed on Friday during a meeting of negotiators for the union and the companies.

Two-Day Color Processing For Film Is Tri-Art Claim

With the completion of the new Tri Art Color Corp. laboratory in New York, "it is now possible for a producer to have his film printed in color 48 hours after shooting," Al Young, president of Du Art Laboratories, the parent company, declared here.

In addition to the fact that independents and majors now have a laboratory in the East that can give them immediate service on color features, the color system also is available for speedy handling of color

(*Continued on page* 5)

20th-Fox Sets 12 for First Four Months

Twelve pictures to be released during the first four months of 1952 will be the basis of discussion at the 20th Century-Fox annual sales convention to be held in New York, Jan. 7-11, reports Al Lichtman, 20th's director of distribution.

The schedule follows:

January—"Decision Before Dawn," with Richard Basehart, Gary Merrill, Oskar Werner, and Hildegarde Neff,

(*Continued on page* 5)

"The Greatest Show on Earth"

(Cecil B. DeMille—Paramount)

THE NEWS this morning is that Cecil B. DeMille is sending another big one your way, one which, aptly enough, carries as its title that immodest but commercially potent slogan of the Ringling Brothers-Barnum & Bailey circus, known everywhere in the land where spare change for entertainment is to be found—"The Greatest Show on Earth."

To this motion picture of and about that circus, and its uncomplicated, behind-the-scenes story of circus people, DeMille has brought many of the showmanly investitures for which his productions are noted. Told in a running time of 153 minutes, boasting a cast which includes Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, Gloria Grahame, Jimmy Stewart, Henry Wilcoxon and top personalities of the circus, as themselves, and with eye-satisfying color by Technicolor, theatres are assured of one of the top attractions of the year.

The picture, in essence, is a box seat at not one, but several performances of "The Greatest Show on Earth" and, in addition, a guided tour behind the scenes into many phases of circus life and activity under the big top, even to the interesting details of striking the great show at the end of a date, or

(*Continued on page* 6)

Top Business Opens '52 at N. Y. 1st-Runs

Yule Week Grosses Grow Into Big Season's Take

New York's first-run theatres greeted the New Year with heavy patronage that commenced in full force generally at Christmas and mounted steadily during the week.

Along Broadway theatres with their glittering marquees and spectacular signs proved for the most part to be as much of a haven for New Year's Eve celebrants as were night clubs, hotels and restaurants.

As usual, crowds streamed into Times Square to witness the arrival

(*Continued on page* 4)

Neagle, Robson Are Honored by King

London, Jan. 1.—Actresses Anna Neagle and Flora Robson and scriptwriter T. E. B. Clarke were made Commanders of the Order of the British Empire in today's Royal Honors List.

Anna Neagle

Among the numerous films Miss Neagle has appeared in are "Spring in Park Lane," "Maytime in Mayfair," and "Odette." Her latest is "Lady With a Lamp." Miss Robson has been seen in "Saraband for Dead Lovers," "Good Time Girl," "Black Narcissus," and many others. Clarke wrote "Lavender Hill Mob" and other Ealing successes.

Miss Neagle last week was named the "First Lady of Britain's Screen" for the fifth successive year in *Motion Picture Herald's* annual poll of "Top Money Making Stars."

1952 will be the year of this industry's greatest grosses WITH CECIL B. DEMILLE'S THE GREATEST SHOW ON EARTH Color by TECHNICOLOR A Paramount Picture

PN 1993 .M43

Personal Mention

GEORGE D. BURROWS, Monogram and Allied Artists executive vice-president and treasurer, is here from the Coast.

•

C. J. FELDMAN, Universal Pictures domestic sales manager, and F. J. A. MCCARTHY, Southern and Canadian sales manager, will leave here today for Jacksonville, Miami and Nashville.

•

BEN BERGER, head of Berger Amusement Co., will leave Minneapolis this week for an extended vacation in California and Honolulu.

•

FLOYD E. STONE of *Motion Picture Herald's* editorial department, was married last Saturday at Camden, N. J., to MURIEL OBERSON.

•

WILLIAM LAVERY is the new city manager for Walter Reade Theatres in Perth Amboy, N. J.

•

S. P. EAGLE, producer, is here from the Coast.

NETTC Seeks Part In FCC Hearings

WASHINGTON, Jan. 1.—The National Exhibitors Theatre Television Committee has asked the Federal Communications Commission for permission to take part in the coming theatre television hearings.

The original deadline for filing appearances for the hearings was in Feb. 1950, before NETTC was formed. NETTC now asks the Commission to grant its request to appear, even though filed late, because it represented many firms and organizations already listed as parties and would help bring more efficient and speedy hearings.

NETTC members include exhibitors affiliated both with the Theatre Owners of America and Allied States Association, according to the petition. NETTC has hired special engineering advisors, and will be in a position to "develop, correlate, and coordinate for and present to the commission with its single organized presentation the position and evidence of a substantial number of exhibitors and exhibitor organizations already parties to the proceedings."

The petition, filed by NETTC counsel Marcus Cohn, said the exhibitors had already signified their intention of relying on the NETTC presentation to present their case, and thus NETTC's appearance would make a more orderly and speedier hearing.

Koteen Setting Up Own Law Office to Handle TV Cases

WASHINGTON, Jan. 1.—Bernard Koteen is leaving the Washington law firm of Cohn and Marks, television counsel for the Theatre Owners of America and the National Exhibitors Theatre Television Committee, to set up law practice for himself. He will continue to specialize in radio-television cases.

Herald *Poll Widely Quoted in Britain*

London, Jan. 1. — British Broadcasting Co. and all national and overseas news bulletins and newspapers throughout the country carried the story of the *Motion Picture Herald-Fame* exhibitors' poll of the top money-making stars at the box-office.

Several papers, including the sober Manchester *Guardian,* remarked on the ordinary film fan's remarkable disdain, as evidenced by the poll, for the film critics' assessments of pictures. "On the whole," said the *Guardian,* "it seems likely, as usual, that critics and cinema-goers look for different, even contradictory qualities in their favorite films."

As Montague Names Rogers Committees

Abe Montague, newly-elected president of the Will Rogers Memorial Hospital has announced the appointment of five key committees for 1952, as follows:

EXECUTIVE COMMITTEE: Chick Lewis, chairman; Harry Brandt, Max A. Cohen, Tom Connors, Maurice Goldstein, John H. Harris, William Heineman, J. Robert Hoff, Al Lichtman, Murray Weiss, Marc Wolf, Herbert Yates, Sr.

FINANCE COMMITTEES Fred J. Schwartz, chairman; Gus Eyssell, Charles Feldman, Leonard Goldenson, Harry Kalmine, Robert Mochrie, Samuel Rinzler, Herman Robbins, Samuel Rosen, Arthur Schwartz, Sam Switow, Morton Thalhimer, Joseph Vogel and Richard Walsh.

PUBLIC RELATIONS COMMITTEES Maurice Bergman and Paul Lazarus, Jr., co-chairmen; George Dembow, William F. Rodgers and William White.

SALES MANAGERS COMMITTEE: Charles Reagan, chairman; Charles Feldman, Maurice Goldstein, James Grainger, Heineman, Ben Kalmenson, Lichtman, Robert Mochrie, Montague, Rodgers and Alfred Schwalberg.

FUND RAISING ADVISORY COMMITTEE: Montague, chairman; William German, Lewis, Robert Mochrie and Samuel Rosen.

Special Committee Named

A special committee to refine the rules of eligibility for admission to the hospital was appointed at the annual directors meeting. Richard Walsh is chairman and members include: Robbins, Arthur Schwartz and Joseph Vogel.

Officers not named to specific committees will serve as ex-officio on all committees.

The new president of the Hospital is setting up a schedule of weekly meetings with the different committees so that the work of all groups can be coordinated and the maximum team work achieved.

Ban on TV of 'Oscars' Hit

FRANKLIN, IND., Jan. 1.—Taking vigorous exception to the rejection of Theatre Network Television's request to make the Academy Award ceremonies in Hollywood available for theatre television next March, Trueman T. Rembusch, president of Allied States Association, has addressed a protest to Charles Brackett, president of the Academy of Motion Picture Arts and Sciences.

"The theatres that are pioneering theatre television are opening up a whole new field for every segment of the industry," Rembusch asserts in his letter. "Theatre television may well become the training ground for new faces and give substantial employment to the older Hollywood faces and technicians.

"The Academy, by depriving these theatres of the opportunity of carrying the Awards, is doing a diservice to the entire industry. I can tell you that the several thousand exhibitor members of Allied States Association will seriously resent the Academy's decision in this matter unless there are sound reasons behind that decision."

Rembusch requests Brackett to restate the Academy's reasons for refusing to clear the Awards ceremonies for theatre television, asserting that an earlier statement on the subject by Margaret Herrick, executitve director of the Academy, was "arbitrary and conducive of generating much ill-will within the industry."

$4,300,000 Loan to Pathe for Financing

Pathe Industries has arranged for a $4,300,000 loan, due Jan. 31, 1955, with four banks for the purpose of refinancing its outstanding debt, William C. MacMillen, Jr., president, reports.

The loan was made by the First National Bank of Boston, Fidelity Trust Co. of Newark, Bank of the Manhattan Co., and the Marine Midland Trust Co.

Eastman Sales to W. J. German, Inc.

The firm of W. J. German, Inc., has been appointed sales representative for all Eastman commercial motion picture film, it is announced.

William German, head of W. J. German, Inc., formerly was president of J. E. Brulatour, Inc., which previously distributed Eastman's motion picture film.

Samuel D. Palmer, 69

HARTFORD, Jan. 1.—Samuel Dimock Palmer, 69, ex-director of advertising and publicity for the old Paramount studios and at one time in a similar position for Universal studios died at Danbury Hospital last week.

Breen Condition Fine

HOLLYWOOD, Jan. 1.—Joseph I. Breen, director of the Production Code Administration, who underwent major surgery here Friday, is now pronounced in excellent condition.

Newsreel Parade

SPORTS reviews of the year are highlighted in three of the current newsreels. Other items include Korea reports, people in the news, and fashions. Complete contents follow:

MOVIETONE NEWS, No. 105—Sports review of 1951.

NEWS OF THE DAY, No. 234—Bill Stern's sports review of '51.

PARAMOUNT, No. 39—Beauty and the blades. People in the news: Harold Stassen, George F. Kennan, Cardinal Spellman. Fashions. Boxing.

TELENEWS DIGEST, No. 52-B—Korea report. *SS New Jersey* says farewell. Illinois mine disaster. Red P.O.W.'s. Libya report. "Ike" supporters. Cardinal Spellman in Tokyo.

UNIVERSAL NEWS, No. 521—War in Korea. Mine disaster in Illinois. Midwest blizzard. Ship afire off Oregon. Churchill in Paris. Skiing. Football.

WARNER PATHE NEWS, No. 41—Year in sports.

Rep. Closes New Phila. TV Deal

PHILADELPHIA, Jan. 1.—A new contract between WPTZ and Republic Pictures, under which the station will get exclusive TV rights here to 101 Westerns and 26 feautres, has been consummated here.

Such Western stars as Johny Mack Brown, Sunset Carson, Don Barry, Smiley Burnette, Bob Steele and Duncan Renoldo are included in the films. The agreement was hailed by the station as insuring a continued flow of product for its film programs.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
DORIS DAY
DANNY THOMAS
"I'LL SEE YOU IN MY DREAMS"
plus THE MUSIC HALL'S
GREAT CHRISTMAS STAGE SHOW

DOUBLE DYNAMITE!
starring
JANE RUSSELL • GROUCHO MARX
FRANK SINATRA
in Person
TONY BENNETT
THE FIVE DE MARCO SISTERS
ART MOONEY and his Orchestra
AL KELLY
FOUR STEP BROTHERS
extra JOEY ADAMS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

SAMUEL GOLDWYN'S "I WANT YOU"
Now! CRITERION Broadway at 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

KEEP YOUR EAR TO THE GROUND!

Here's what you'll hear...

"THE WILD NORTH is The King Solomon's Mines of 1952 from M·G·M!"

TRADE SHOWS
JAN. 14th
You'll be WILD about "THE WILD NORTH"

U. S. Lists Belgian Film Restrictions

WASHINGTON, Jan. 1.—New Belgian restrictions on U. S. Films were outlined today by Commerce Department film chief Nathan D. Golden.

Some kind of quota limitation, as yet undefined, is to be put on the number of U.S. films to be imported; he reports. Dollar remittances will be limited to some percentage of current earnings. No dollar remittances will be allowed for payment of advertising accessories. Importation of positive prints from the U. S. is to be prohibited, except for color prints and prints of films "of an exceptional character."

Distributors have objected vigorously, Golden said, and industry representatives have made several counter-proposals, but none have been accepted so far.

According to the Commerce official, Belgian exhibitors and distributors also agree that theatres attempting to screen the "commercial lower grade European pictures which might be imported during a scarcity of U.S. films would not be able to attract enough customres to cover operating costs."

U. K. Producer to Holly'd

LONDON, Jan. 1.—Anthony Hinds, producer of a series of films made here by James Carrera's Exclusive Films, in cooperation with Robert Lippert, is in Hollywood from here to discuss future production plans with Lippert and other American distributors. He took with him a print of the just-completed "Wings of Danger," starring Zachary Scott.

New York First-runs

(*Continued from page* 1)

of 1952, and large numbers among these turned to enter theatres as the din that welcomed the New Year began to subside. New Year's Day theatre reached sizeable proportions as the afternoon wore on. Advanced admission prices were the general rule over the holiday.

The current week, according to management estimates, is on the way to being one of the best for grosses of the winter season. At Radio City Music Hall where the combination of "I'll See You in My Dreams" and a Yule stage show chalked up $102,000 Thursday through Sunday night, the fourth week promised a towering $178,000. All last week and into the New Year holiday long lines of customers inched their way into the Hall.

Robust business is being enjoyed also by the Roxy where the second week of "Elopment," plus a stage revue topped by vocalist Guy Mitchell is expected to total $113,000.

First week of "Double Dynamite" at the Paramount, which also provides a stage show, looks like a smash $135,000, while across the street at the Criterion the second week of "I Want You" is on the way to bettering the initial stanza's $37,000 by $3,000, which is first-rate business.

The New Year finds "Quo Vadis," which has earned over $500,000 at the Astor and the Capitol in eight weeks, still manifesting grossing prowess. Henceforth, it will continue only at the Astor, on a continuous performance policy instead of the reserved seat policy which attended its first eight weeks at that house. The change resulted from the departure of the film on Sunday from the Capitol, which showed it on a continuous performance basis for the eight weeks, and tallied in the neighborhood of $35,000 for the final one. First week of the picture's continuous performance policy at the Astor is indicated as $26,000, which is very big. "Westward the Women" opened Monday at the Capitol to substantial business.

An excellent $37,000 is indicated for the eighth week of "Detective Story" at the Mayfair, while an equally gratifying $40,000 is seen for the second week of "Death of a Salesman" at the Victoria. "Decision Before Dawn," which opened last Friday at the Rivoli, will bring an estimated $45,000, a prosperous figure, for the opening week.

Going strong at the Globe is "My Favorite Spy," with a very big $45,000 indicated for the opening week. "The River" still is doing solid business at the Paris where a $9,000 17th week is seen.

At other off-Broadway houses, "Tales of Hoffman" gave the Sutton what the management described as a surprisingly good $15,000 for the first week, the picture having previously had a long run at the Bijou; and "The Clouded Yellow" at the Park Avenue is heading for a nice $5,000 in the eighth week. The new Normandie will do an estimated big $10,500 in the fourth week of "Pandora and the Flying Dutchman."

"Flame of Araby" wound up its two-week run at the State with a fair $10,000 for the final one; "The Wide Blue Yonder" took over at the house New Year's eve to booming business.

Warner Profits

(*Continued from page* 1)

profit amounted to $10,271,000 after provision of $6,300,000 for Federal income taxes and after a provision of $850,000 for contingent liabilities.

The net is equivalent to $1.67 per share on 5,619,785 shares of common stock outstanding on Aug. 31, after deducting shares acquired by the company. The net profit for the previous year was equivalent to $1.46 per share on the 6,997,300 shares of common stock then outstanding.

Film rentals, theatre admissions, sales, etc., after eliminating inter-company transactions, for the year ending Aug. 31, 1951, amounted to $116,909,000 compared with $126,944,444 for last year.

As a result of examinations by the U. S. Internal Revenue Bureau, the company has adjusted its fixed asset accounts and related depreciation reserves at Sept. 1, 1950. Accordingly, the sum of $3,768,000 has been restored to the asset account and an additional $1,000,000 has been provided for federal income taxes for prior years. This has resulted in an increase of $2,768,000 in earned surplus which sum is not included in the earnings for the year as shown above.

Thirer Back to 'Post'

Irene Thirer, film critic of the *New York Post* who has been ill for the past 18 months, will return to her duties on Jan. 7.

Coming from RKO...The Pre

The Greatest of All

Featuring **HOWARD HILL, World's Greates**

James Fitzpatrick To Deliver 8 More

Hollywood, Jan. 1.—Veteran producer James A. Fitzpatrick has been signed by Metro-Goldwyn-Mayer short subjects head Fred Quimby to deliver eight "Traveltalks," with color in Technicolor, during the 1952-53 season.

Fitzpatrick has produced more than 400 "Traveltalks" for M-G-M during a quarter of a century.

1952 Brings

(*Continued from page* 1)

city director of Paramount, starts the New Year as a vice-president and member of the board of Paramount Film Distributing Corp. Howard LeSieur officially becomes director of advertising, publicity and exploitation for Columbia Pictures, succeeding Arthur Schmidt, whose new plans have not been announced.

David Katz takes over officially as managing director of the Roxy Theatre here, succeeding A. J. Balaban, who starts a three-year advisory period with the theatre corporation. Irving Maas ends his association with the Motion Picture Export Association, now in process of liquidation, and will vacation in the South for several months before announcing new plans.

In Hollywood, Jerry Wald and Norman Krasna are prepared to enter upon new arrangements with RKO Pictures.

Paramount Films for Skiatron

(*Continued from page* 1)

panies, explained that Paramount supplied films for the Phonevision test and it would be "discriminatory" not to make pictures available to Skiatron. Asked whether Paramount's interest in the Telemeter subscription television system governed the company's decision, Raibourn replied that it did not, again pointing to the Phonevision demonstration.

Previously, 20th Century-Fox disclosed that it will hold to its decision on the Phonevision test and not supply pictures for Skiatron, while RKO Pictures said it was still considering the letter of Arthur Levey, Skiatron president, who set a deadline of Jan. 15 for responses.

Raibourn, who said Paramount's affirmative response was mailed out Friday, added that he thought Skiatron's bid was a bit premature. Skiatron has neither received approval for the test from the Federal Communications Commission, nor has it even filed for such approval, he said.

Kirsch Requested Comment

The Paramount executive, who is also board chairman of Chromatic Television Laboratories, a Paramount subsidiary, was invited to comment on the request of Jack Kirsch, president of Allied Theatres of Illinois, that major companies make known their position on the issue of selling motion pictures for home television. Raibourn said he was unfamiliar with the details of the request and refused to comment.

A Universal spokesman declared, however, that "we have never sold our films to home television." He foresaw no policy change in the immediate future. Similar sentiments have already been expressed by 20th-Fox and RKO Pictures.

On the Skiatron bid, Max Youngstein, UA vice-president and national director of advertising, publicity and exploitation, said his company has not reached a decision as yet.

Color Processing

(*Continued from page* 1)

newsreels. Young pointed out.

The special color laboratory, which was under construction for two years, utilizes the Eastman Kodak three-color process, and has a capacity "for 25,000,000 feet per year, with room to double the output," according to Young.

Special Screening Held

A special screening of "Royal Journey," the first full-length picture to be made in the Eastman Kodak process was held here last week. The film is a picturization of the tour through Canada of Princess Elizabeth and Prince Philip. The color was strikingly effective, with images sharp and distinct, and tones soothing. It compares very favorably with other color systems.

The Tri Art laboratory has facilities for handling both 16mm. and 35 mm. John G. Stott, formerly with Eastman Kodak is vice-president of the company. M.H.

20th Sets 12

(*Continued from page* 1)

co-produced and directed by Anatole Litvak; "Japanese War Bride," produced by Joseph Bernhard, featuring Shirley Yamaguchi and Don Taylor, and "The Model and the Marriage Broker," starring Jeanne Crain, Scott Brady, and Thelma Ritter.

February—"David and Bathsheba," with color by Technicolor, starring Gregory Peck and Susan Hayward; "Phone Call From a Stranger," with Shelley Winters, Gary Merrill, Michael Rennie, and starring Bette Davis; and "Red Skies of Montana," color by Technicolor, with Richard Widmark and Constance Smith.

March—"5 Fingers," starring James Mason, Dannielle Darrieux, and Michael Rennie; "Return of the Texan," featuring Dale Robertson, Joanne Dru and Walter Brennan, and "Viva Zapata!," a Darryl F. Zanuck production starring Marlon Brando and Jean Peters.

April—"With a Song in My Heart," color by Technicolor, Jane Froman musical biography, starring Susan Hayward, Rory Calhoun, David Wayne and Thelma Ritter; "Pride of St. Louis," with Dan Dailey and Joanne Dru, and "Rose of Cimarron," an Edward L. Alperson production, filmed in Natural Color, featuring Jack Buetel, Mala Powers and Bill Williams.

Detroit Scrap Drive

DETROIT, Jan. 1. — Persons and firms connected with the industry here, have contributed more than 4,000 pounds of scrap metal.

roved Boxoffice Sensation!

BO

Photographed in ANSCO COLOR

Wild Animal Pictures!

rcher, Hunting Big Game with Bow and Arrow!

Distributed by RKO RADIO PICTURES

National Pre-Selling

FIRST-press copies of *Redbook* for January, which will be on the stands this week, indicate "Quo Vadis" as its "Picture of the Month" and name three other fine films as candidates for the *Redbook* Silver Cup: "Decision Before Dawn," "I Want You" and "My Favorite Spy." The first choice is given the benefit of a full color page, with a scene from Metro's spectacular film, in which Deborah Kerr is prominent. Florence Somers, film editor for the magazine, says the production of tremendous spectacles is one field of entertainment in which motion pictures excel all other media, and that this vivid, pictorial record of Roman history is a brilliant achievement.

●

Bernie Maxwell, associated with the Franklin and Gladney agency in charge of nationwide merchandising service, is circulating a reprint from *Printer's Ink* in praise of film tieins as a promotional benefit for advertisers. The magazine says that success calls for a thorough understanding of techniques, and gives a check-list of 36 points with reference to the motion picture and the product which should be carefully answered. Examples are shown of Franklin and Gladney tieups, notably the one in which hundreds of thousands of "personal" letters from Jane Wyman, mailed from her Hollywood home address, in a tieup with Feature Lock Rings, for Bing Crosby's "Here Comes the Groom."

●

As a unique promotion between the Paramount Theatre and RKO Pictures playing in Times Square, 100 *uniformed members of singer Tony Bennett's fan club will distribute* 50,000 *advertising "checkerboards" in the five boroughs on Saturday. The boards, of heavy card stock, with checkers to match, measure 9x12 inches, and are enclosed in envelopes reading: "Merry Christmas and Happy New Year from Tony Bennett—See You At the Paramount Theatre in RKO Radio's 'Double Dynamite.'" The girls, nicknamed "Santa Belles," will be in key localities all over the city, standing in pairs and wearing red and green capes.*

●

The heaviest promotion ever undertaken for newsreels was launched by Paramount with the distribution of a 16-page brochure to newspaper editors, exhibitors and opinion makers giving them "The Truth About Newsreels." Prepared under the direction of Oscar A. Morgan, general sales manager of short subjects and Paramount News, the copy effectively blasts the theory that television has made the newsreel obsolete by noting the excellence of the newsreel's worldwide coverage and the addition which a newsreel gives the well-balanced program in theatres.

●

"The Cimarron Kid," Universal-International's Technicolor picture starring Audie Murphy and Yvette Dugay, will have a gala premiere at the Uptown, Fairway and Granada theatres in Kansas City on Tuesday Jan. 8, launching more than 150 in a saturation opening through Missouri, Kansas, Oklahoma, Arkansas and Texas.

WALTER BROOKS

'The Greatest Show on Earth'

(*Continued from page 1*)

as it leaves its winter quarters in Florida, putting it aboard the circus trains and putting it together again at the new performance site—an eye-filler that thousands of youngsters everywhere have arisen before dawn in an effort to witness. Embellishing all that are touches bearing the DeMille trade mark, from unexpected glimpses of Bob Hope, Bing Crosby, Nancy Olson and some of Paramount's "Golden Dozen" of new players, as entranced or wide-eyed members of the circus audience munching popcorn or tasting ice cream cones, to the awesome scene of the circus train wreck, with its aftermath of twisted wreckage and runaway animals. It is a scene which for effect and professional conviction rivals the destruction of the amphitheatre in DeMille's "Samson and Delilah."

"THE GREATEST SHOW ON EARTH" is a picture for all age groups, for circus fans as well as motion picture fans. It is a challenge to exhibitors to match their showmanship in selling it with the celebrated showmanship of the circus world. No sales stunt applicable to the selling of the circus itself would be misdirected in the selling of this picture. It *is* a circus. And something more.

The unpretentious story which winds its way through the engrossing picture is based on the professional rivalry of two star aerialists, played by Miss Hutton and Wilde, and the romantic complications which ensue between them, Miss Grahame and Heston. In scenes which should provide thrills for most every audience, Miss Hutton and Wilde play out their rivalry high in the air, each endeavoring to outdo the other in daring aerial stunts. The inevitable climax is reached when Wilde, goaded by Miss Hutton into performing without a net below him, falls and suffers an injured arm.

Up to that point, Heston has been the unresponsive object of Miss Hutton's affections. In pity for her incapacitated rival, however, she transfers her attentions to Wilde who, meanwhile, has been pursued by Miss Grahame without too much success. Heston, as boss of the Big Top, has concentrated on his work to the near-exclusion of romance. Injured in the train wreck and forced to relax for a while, he manages to become aware of his love for Miss Hutton and the picture ends on a promise of an understanding between them. At the same time, there is indication that Wilde's injury will mend and that he and Miss Grahame, who plays a circus performer, also will attain mutuality.

JIMMY STEWART plays a circus clown, hiding an unfortunate background as a physician involved in a mercy killing, which strikes this reviewer as an odd story line to bring into a picture to which so many children will be attracted. The same might be said of a certain number of risque lines of dialogue and the obviousness of the rather free-wheeling love lives of some of the principals.

Miss Lamour is decorative as a circus performer. Henry Wilcoxon is his usual suave self as the detective who ultimately brings Stewart to justice. All of the principals play their roles with conviction and acquit themselves well. Good in lesser roles are Lyle Bettger, as master of an animal act; Lawrence Tierney and John Kellogg as gamblers; Bob Carson as the ringmaster, and Frank Wilcox as the circus doctor.

Emmett Kelly, the famous Ringling clown; Cucciola and Antoinette Concello, Ringling performers, and John Ringling North play themselves.

DeMille produced and directed with Wilcoxon as associate producer and Edward Salven as assistant director. Fredric M. Frank, Theodore St. John and Frank Cavett wrote the story, and the screen play was prepared by Frank, St. John and Barre Lyndon.

John Murray Anderson staged the circus musical and dance numbers; Richard Barstow was responsible for the choreography and Victor Young for the music score. Six songs are included: "The Greatest Show on Earth" and "Be a Jumping Jack," by Victor Young and Ned Washington; "Lovely Luawana Lady," by John Ringling North and E. Ray Goetz, and "Popcorn and Lemonade," "A Picnic in the Park" and "Sing A Happy Song," by Henry Sullivan and John Murray Anderson.

Costumes, photography, special effects and Technicolor all are of top quality.

Running time, 153 minutes. General audience classification. Release date, not set.

SHERWIN KANE

Honor Newspaper Head for Palsy Aid

ATLANTA, Jan. 1.—George C. Biggers, Sr, president of Atlanta Newspapers, Inc., has received a gold life membership card from Atlanta Tent No. 21. Variety Club International. He is the first person ever to receive the award from the local tent. The award to Biggers was made by John Fulton, Variety chief barker, who explained the recognition was in behalf of the first "Old Newspaper Boys Day" last spring. On that occasion Variety members and other former newspaper carriers and salesmen donned top hats and in three hours sold more than $35,000 worth of copies of the Atlanta *Journal-Constitution* for the benefit of the Atlanta Cerebral Palsy Society.

Cancels Bid for 'Vadis' Clearance

CHICAGO, Jan. 1.—The M-G-M petition for an extended first-run and ulimited clearance on "Quo Vadis" has been withdrawn by attorney Miles Seeley, representing M-G-M, with the permission of Federal Judge Michael L. Igoe, who heard the petition when the court granted the extended run (over the two-week limit in a B.&K. or RKO Theatre setdown in the Jackson Park decree) but denied a deviation from the immediate play-off in subsequent runs on pictures which play first-runs in affiliated theatres.

Withdrawal of the petition, unless a new petition is filed, leaves the Woods and Oriental the only downtown theatres of appreciable size eligible to play the film for an extended run.

Four More Trust Suits in Chicago Filed by Simon

CHICAGO, Jan. 1.—Attorney Seymour Simon has filed four more antitrust suits in Federal District Court here, asking a total of over two million dollars in triple damages. Three of the suits brought against the eight majors, B and K, and Warner Brothers Theatres are by the Roxy Theatre, Berwyn, Ill., Vilas Theatre, Cicero, Ill., and the Berwyn Theatre Corp., operating the Ritz Theatre, Berwyn. They charge that the defendants prevented their playing pictures sooner than 66 days following first run showings.

The fourth suit filed on behalf of the Studio Theatre and Herbert Elisburg alleges that the eight majors, RKO Theatres, Great States Theatres, B & K Warner Brothers Theatres and Winston Theatres conspired to prevent the Studio from playing first-run pictures which B & K or Winston wanted to play, forcing the Studio to play special or "exploitation" pictures.

Devon Amusement Files Vs. Majors

CHICAGO, Jan. 1.—The Devon Amusement Co., which operated the Ridge Theatre here from 1930 to 1942 has filed suit against eight major distributors and Balaban and Katz in Federal District Court of Northern Illinois seeking treble damages of $360,000, alleging that the defendants conspired to keep the Ridge from exhibiting pictures earlier than first week of general release between 1930 and 1942. The Devon Amusement Co. is represented by attorney Seymour Simon.

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The New York Film Critics Awards:

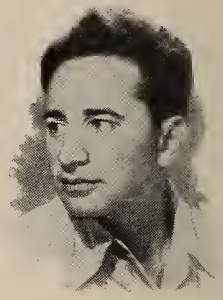
THE BEST PICTURE OF THE YEAR

"A Streetcar Named Desire"

THE BEST ACTRESS OF THE YEAR

Vivien Leigh in "A Streetcar Named Desire"

THE BEST DIRECTOR OF THE YEAR



Elia Kazan for "A Streetcar Named Desire"

WARNER BROS. PRESENT

"A Streetcar Named Desire"

AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

STARRING **VIVIEN LEIGH** AND **MARLON BRANDO**

KIM HUNTER · KARL MALDEN SCREEN PLAY BY TENNESSEE WILLIAMS
BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS
AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK
DIRECTED BY ELIA KAZAN DISTRIBUTED BY WARNER BROS. PICTURES DISTRIBUTING CORP.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 2 NEW YORK, U. S. A., THURSDAY, JANUARY 3, 1952 TEN CENTS

Film Stocks At Year End Up 1 to 4 Points

Traders See Industry Meeting TV Challenge

Motion picture shares on both the Stock and Curb exchanges gave a good account of themselves during 1951, aided by improving prospects for the industry in the last half of the year.

Leading film stocks on the "Big Board" chalked up net gains for the year ranging from $1 to $4 a share.

They responded to increasing theatre attendance after a decline early in the year, the resultant prospect of rising profits for producers and exhibitors, and a quiet confidence on the part of business in general over the outlook for 1952.

Rising consumer income with a growing shortage of durable goods to spend it on because of the defense program also augured well for the amusement business.

Wall Street traders, noting the in-

(*Continued on page* 6)

U-I Has Record Backlog of 22; 12 in Technicolor

Universal-International moves into 1952 with a record backlog of 22 pictures slated for release during the remainder of 1951-52 ending Oct. 31. Twelve of these have color in Technicolor.

Despite this backlog, largest in the studio's history, production activity will continue on a high level, it was said. With one picture now before the cameras, three others are scheduled to go into production this month and a number of additional ones are being readied for February.

"Against All Flags," Technicolor production co-starring Errol Flynn and Maureen O'Hara, starts shooting next Monday as the first of the studio's January starters.

"My True Love," with Tony Curtis

(*Continued on page* 6)

L. A. Theatre's Rose Bowl Telecast Draws 2,400

Los Angeles, Jan. 2.—The wide local appeal of the Tournament of Roses and the subsequent Rose Bowl game was displayed here when 800 patrons came to Sherrill Corwin's Orpheum Theatre to see the event the morning of New Year's Day on large-screen television.

Approximately 1,600 people paid the hiked admission price of $1.50 each to see the game in the afternoon. The dual event was a success at the 2,200-seat Orpheum despite stiff home TV competition, with NBC-TV carrying the game and tournament. Los Angeles, incidentally, has the second largest number of home TV sets of any city in the country.

In addition to its telecast, the Orpheum played "Flame of Araby" as the screen attraction.

In Denver, Wolfberg's Broadway Theatre failed to carry the telecast due to the "free" competition offered by the local radio station KFEL, which is seeking a television station

(*Continued on page* 10)

Krim Reports Tues. On U.A. Finances

Arthur B. Krim, United Artists president, will hold a trade press conference here next Tuesday at which time he will report on the company's financial position as the new year begins.

If the year-end audit, on which Krim will report, bears out recent indications that the company now is in the black, the management group headed by Krim, Robert Benjamin and Matthew Fox will come into ownership of 50 per cent of the company's outstanding stock, now in escrow, and will win a seven-year extension of their management control.

20th-Fox to Hear Reports from Field

The 20th Century-Fox convention, which will open next Monday and run through Friday at the home office in New York, will take the form of a merchandising clinic for discussion of the needs and problems of exhibitors over the country, it was announced by Al Lichtman, director of distribution.

All division and branch chiefs of the domestic sales force have been instructed to compile material and statistics relating to their territories in order to present a broad picture of sales and exploitation policies for the new year.

The merger of sales and advertising put forth at the June convention, during which the distribution forces joined with the advertising and publicity department to sell the public at large, will be reported on at length, based on the experiences of the last half year. Individual methods and cases of increased business through greater promotional effort and cooperation will be cited by the men from the field.

Carriers Grant Pay Hike; Avert Strike

There will be no strike of film deliverymen working for the 14 carrier companies that serve the New York Metropolitan area and outlying dictricts, an agreement on a new wage contract having been reached yesterday between negotiators for the carriers and AFL Teamsters Local No. 817.

The agreement provides for weekly pay increases that will average between $10 and $15 per week, according to Ira Meinhardt, attorney for the carriers. The new contract, he said, is effective as of Jan. 1, will run for 2 years, and will provide also for a

(*Continued on page* 6)

RKO and Mills Music In Publishing Deal

RKO Radio Pictures and Mills Music, Inc., have signed a long-term agreement granting Mills exclusive publishing rights to all background music used in RKO films.

The contract, which provides RKO music with worldwide representation, was worked out by C. J. Tevlin, vice-president in charge of RKO Radio

(*Continued on page* 6)

U. S. Moves Against Hughes On Stock Sale

Challenges 'Reluctance' Of Hughes to Divest

Washington, Jan. 2.—The Justice Department today told the U.S. Supreme Court that the "considerable reluctance" to carry out the provisions of the RKO consent decree shown by Howard Hughes and other RKO defendants required the New York Statutory Court to put a time limit on Hughes' ownership of RKO theatres stock.

The Department made the statement in a brief filed with the court, preparatory to argument next Monday on Hughes' appeal from the New York court order. That order requires Hughes to dispose of his RKO Theatres stock by Feb. 20, 1953, or have the trustee sell it for him in the following two years.

"The basic purpose of the RKO consent decree was divorcement," the

(*Continued on page* 6)

N. Y. Para. Gross For Holiday Sets Eight Year Record

New Year's Eve and Jan. 1 grosses at first-run theatres here augured well for 1952, with the Paramount reporting its best business for the two days since 1944. Admission prices for both holidays were hiked at all Broadway houses.

Paramounts' two-day figure was $35,200 for "Double Dynamite" and a stage show. Top business was also recorded at Radio City Music Hall, featuring its traditional Christmas show on stage, and "I'll See You in My Dreams" on the screen. A big $33,500 was racked up Dec. 31 and a healthy $25,750 on New Year's Day. The Hall, like most Broadway houses, did better business on the eve of the new year compared to the next day.

The Roxy, which estimated its first

(*Continued on page* 6)

1952 will be the year of this industry's greatest grosses WITH CECIL B. DeMILLE'S THE GREATEST SHOW ON EARTH Color by TECHNICOLOR A Paramount Picture

Personal Mention

ARTHUR J. NEWMAN was appointed chairman for the Albany exchange district in the Motion Picture Association's scrap reclaiming drive for the National Production Authority.

•

Ira Meinhardt, New York film carriers counsel, and Mrs. Meinhardt, on New Year's Eve became parents of a second son, Michael Lee, born at Park East Hospital here.

•

Hal Honore, manager of the Guild and Park Theatres in Menlo Park, Cal., is leaving the industry to go into radio promotion and sales with station KIBE at Palo Alto, Cal.

•

Myron Saland, son of Nathan Saland, president of Mercury Film Laboratories here, and Mrs. Saland, is engaged to Barbara Ellen Cohen of this city.

•

Harry Colburn, Columbia home office representative, is in San Francisco from New York and will remain there for the next three months.

•

Irving Levin, divisional director of San Francisco Theatres, Inc., his wife and two sons, will leave for South Africa on Jan. 10.

•

Walter Mirisch, Monogram-Allied Artists executive producer, returned to Hollywood from a Las Vegas vacation yesterday.

•

Sam Harris, partner in the State Theatre, Hartford, has returned to his desk following recuperation from auto accident injuries.

•

Herbert Wilcox and his wife, Anna Neagle, will sail from here for England on the *S. S. Queen Mary* Saturday.

•

Israel M. Berman, president of Viking Films, Inc., was married here last Saturday to Margaret Strauss.

•

Kenneth McKenna, head of the M-G-M studio story department, has returned to the Coast from New York.

•

Edwin Aaron, 20th Century-Fox Southern sales manager, was in Atlanta from New York.

•

Joseph Blumenfeld of Blumenfeld Theatres is in Palm Springs, Cal., from San Francisco.

•

Raoul Walsh, director, will leave Hollywood Jan. 8 for an extended vacation in Argentina.

•

Sam Shain will leave here today for Louisville and Chicago, returning on Monday.

•

Paul Jones, producer, has returned to Hollywood from New York.

•

Alex Gordon, publicist, will leave here tomorrow for Wichita, Kansas.

Wolfson: '52 Needs More, Better Films, Stable Price

Miami, Jan. 2.—The need for "an even flow of more and better pictures at a stabilized price to attract mass customers" has been placed by Mitchell Wolfson, Theatre Owners of America president, at the top of a list he has drawn up of essentials for the achievement of industry progress in 1952.

Wolfson said that if he "had to guess" as to the factor which was most important to industry progress last year he would name this as "the apparent decision of the major producers that it is necessary for the industry to make more and better pictures."

The establishment of arbitration and elimination of lawsuits and introduction of "new faces" in order to build up and continue the drawing power of the industry are the next essentials on Wolfson's list for 1952.

He lists also "pre-selling of motion pictures through the greatest modern advertising medium, to wit, television." Additionally, he calls for "better promotion and exploitation through better advertising, accessories and trailers, as well as sustained national and local effort by all segments of the industry."

The new year should bring also, he said, the introduction of a nation wide system of theatre television. He mentioned as necessary, too, the "physical improvement of theatres—both exterior and interior, with simultaneous improvement in courtesy and service."

Wolfson called for "cooperation and unity by all segments of the industry on public relations, governmental problems, fighting Communism and building goodwill for all of the industry."

He concluded his list of essentials with these: "Support and use of trade associations for mutual problems," and "hard work."

New Delay Seen in RKO Theatre Tilt

The tabulation of RKO Theatres stockholders proxies is still incomplete, it was learned here yesterday, with the probable result that today's stockholders meeting in Dover, Del., will be adjourned again until a count is complete.

A spokesman for David J. Greene, leader of opposition stockholders, said he expected another meeting next week, when he foresaw the completion of the count. Meanwhile, Sol A. Schwartz, RKO Theatres president, left here yesterday for the Dover meeting.

MPAA Directors Will Meet Here Tomorrow

A meeting of the Motion Picture Association of America board, which Eric A. Johnston, MPAA president, is expected to leave Washington to attend, is scheduled to be held here tomorrow.

Next Tuesday, Johnston will meet in New York with trade press representatives.

Services Today for Harry Britwar, 63

Funeral services will be held here today at Riverside Memorial Chapel for Harry Britwar, 63, vice-president of Prudential Theatres, who died on the Coast from a heart attack last Friday. He joined Prudential at its inception, 25 years ago, and more recently had been serving as consultant.

Surviving is a son, Jack, who is a Prudential district manager.

Squier of MGM, Ltd.

London, Jan. 2.—James C. Squier, a director of M-G-M Pictures, Ltd., and a veteran of the industry here, died in a London nursing home from heart failure after a two weeks illness. He was 70 years old. M-G-M offices throughout the country closed during the funeral services last Friday.

Gulesian Services Held

Boston, Jan. 2.—Funeral services were held for Moses H. Gulesian, yesterday at the Waterman Chapel here. Gulesian was a well-known real estate and civic leader and managed the old Castle Square Theatre here. In 1912 he built the St. James Theatre, now the Uptown. The widow and a daughter survive.

Brulatour Left A $2,121,035 Estate

The late Jules E. Brulatour, who died on Oct. 26, 1946, left a net estate of $2,121,035, according to a transfer tax appraisal filed here.

Under his will the widow, whose stage name was Hope Hampton, receives a life income from a trust fund formed of one-half of the residuary estate. The rest is divided among three children, Claude Jules Brulatour, Mrs. Yvonne B. Mills and Mrs. Marie B. Cochran.

Florida State's Clark Burial on Saturday

Jacksonville, Fla., Jan. 2.—Jesse L. Clark, general manager of Florida State Theatres since 1947, died this morning suddenly, at Boston, Mass. He was connected with Florida State since its formation in 1914. The widow, a sister and brother survive. Funeral services will be held Saturday in Tampa.

Oklahoma March Meet

Oklahoma City, Jan. 2.—The Theatre Owners of Oklahoma will hold its annual convention at the Biltmore Hotel here on March 23-25.

Seymour Simon Files Another Trust Suit

Chicago, Jan. 2.—Attorney Seymour Simon has filed still another anti-trust suit against eight major film companies, Balaban and Katz, and Warner Theatres. This time on behalf of the Bertha Theatre and Ida Lasker, for the period 1929 through 1942, asking $270,000 damages (after tripling) for allegedly conspiring to hold the Bertha back to playing pictures no sooner than the second week of general release and 73 days after the first Chicago run.

Sutphen Bid Meets Rejection of Court

Washington, Jan. 2.—The Supreme Court declined to reconsider its Nov. 5 decision refusing Sutphen Estates, Inc., permission to intervene in the Warner Brothers consent decree.

Sutphen, which owns the property on which the Warner Theatre in New York is located, contends its lease should be guaranteed by both the new picture and the new theatre company, rather than only by the new theatre company. The New York Statutory Court refused to allow it to intervene in the consent decree proceedings to make this point, and Sutphen appealed to the high court.

On Nov. 5, by a five to one vote, the Court dismissed the appeal, holding that Sutphen's claim of injury was "too speculative and too contingent on unknown factors" to require the court to permit intervention. It said Sutphen could use other legal remedies to get satisfaction.

On Nov. 29, Sutphen, asking for a rehearing, declared that the "adverse effect" of the consent judgment of the guarantee was "self-evident and devastating beyond dispute." Today, however, the High Court refused the rehearing petition. No reasons for the court's decision today were given. Justice Jackson and Justice Clark did not take part in today's action.

Widow of A. Jones, Sr.

Chicago, Jan. 2.—Ella T. Jones, widow of the late Aaron J. Jones, Sr., who opened the first motion picture theatre in Chicago in 1905, died here Monday in Michael Reese Hospital. She is survived by her sons, John J. Jones and Aaron J. Jones, Jr., who are partners in the theatre circuit of Jones, Linick and Schaeffer; three sisters and three grandchildren. Interment was today at Free Sons Cemetery.

Meyer Fine's Father Dies

Cleveland, Jan. 2.—Rabbi Simon Fine, 96, father of Meyer Fine, Associated Circuit head, and of Sam, Jack, Mrs. Charles Gottlob and Mrs. Ben Fain, died Sunday. Nineteen grand children and 16 great grand children also survive.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Feeke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Justice Department Extends Deadline in Warner Divestiture

Washington, Jan. 2.—The Justice Department has given Warner Brothers a six months' extension of the deadline for disposing of certain theatres which were to have been sold within one year from the entry of the consent decree and which still have not been sold.

This pushes the deadline back from Jan. 4, 1952 to July 5, 1952. Justice officials said that "while Warner has not sold all of the theatres it was required to sell during the first year, it had sold several others which it was not required to sell, and so an extension in the deadline seemed reasonable."

Seek Amendments To Schine Decree

Negotiations for an amended divorcement plan covering 18 theatres of the Schine circuit are currently underway between Schine attorneys and Department of Justice officials, it was learned here yesterday.

Schine attorneys are seeking not only to revise the divorcement schedule of seven theatres, the date for which expired Dec. 17, but to alter the June 30 disposition date of another 11 theatres under its consent decree, it was reported. An announcement on the success of such negotiations is expected shortly.

Kane Retained for Suit Against Hahns

Minneapolis, Jan. 2.—Jrank J. Hahn and Frank J. Hahn, Jr., operators of the Bay and Royal theatres at Ashland, Wis., have retained Stanley D. Kane, Minneapolis attorney and executive counsel for North Central Allied to defend them on charges by a number of film companies for alleged under-reporting on pictures. Kane said that he will file an answer of general denial.

Separate suits for damages against the Hahns were filed at Superior by 20th-Fox, Warners, Universal, RKO, M-G-M, Paramount and Columbia.

San Juan Exhibitor Files Trust Suit

San Juan, Jan. 2.—The District Court has received an anti-trust complaint filed by Julio S. Bruno, of the El Encanto Theatre here, which seeks $270,000 plus costs. The suit accuses Teodulo Llamas, operator of a 13-theatre circuit in San Juan, and all distributors in Puerto Rico, of conspiring to prevent the El Encanto from booking first-run pictures since Jan., 1947.

Arthur W. Davis With Hargroves

Arthur W. Davis has been appointed Eastern district manager of Hargroves National Service System, Inc. and will be in charge of the Philadelphia, Pittsburgh and Washington, exchange territories with headquarters in the Widener Building, Philadelphia.

Davis was formerly general manager of the National Field Service Co.

Sullivan Toastmaster at Jan. 7 Boston Cancer Building Banquet

Boston, Jan. 2.—Gael Sullivan, executive director of the Theatre Owners of America, has accepted an invitation of the Variety Club of New England to be toastmaster at the citation banquet to be held at the Hotel Statler here on Monday in conjunction with the official opening of the new Jimmy Fund Cancer Building of the Children's Cancer Research Foundation.

Martin J. Mullin is president of the Foundation and Louis R. Perini is chairman of the building commttee. Others who have accepted Varety's invitation to attend the ceremonies are Horace Stoneham, president of the New York Giants; Walter O'Malley, president of the Brooklyn Dodgers, and Warren Giles, president of the National Baseball League.

Katz, Steinhardt, Pearlman Assigned

Alfred Katz, Albert V. Steinhardt and Leonard Pearlman have been assigned to new posts by Arnold M. Picker, vice-president in charge of foreign distribution, who has realigned the managerial staff in the Caribbean area.

Katz, now manager in Puerto Rico, has been promoted to Caribbean area supervisor covering the following: Panama, Cuba, Colombia, Trinidad and Puerto Rico. He will have headquarters in Havana.

Steinhardt, who headed the Trinidad office, has been succeeded by Katz in Puerto Rico. Pearlman, formerly has been named to fill the manager's post in Trinidad.

UA Forms 'Employer' Subsidiary for Stars

To make it possible for free-lance Hollywood stars to name an "employer" in their tax returns when reporting earnings from roles in pictures produced abroad independently for United Artists release, the company has formed a subsidiary, United Artists Production Corp., for this purpose. The subsidiary will not engage in financing, it was emphasized.

First star to make use of the subsidiary will be Claudette Colbert, when she appears in Ken Annakin's British production, "Planter's Wife."

'Queen' Sets Record For UA at Wilshire

Los Angeles, Jan. 2.—An all-time high United Artists local box-office record of $24,300 at the Fox Wilshire Theatre in Los Angeles was set by John Huston's "The African Queen" for the first week, it was announced.

The film, which entered its second week yesterday, broke several other UA house records during the week, including opening day grosses.

Sisk Pact Extended

Hollywood, Jan. 2.—Robert Sisk's contract as a Warner Brothers producer has been extended by Jack L. Warner, executive producer. Sisk joined the studio's producer staff a year ago. He recently completed "This Woman Is Dangerous," and his current assignment is the Technicolor production, "Man with A Gun."

Press Club Elects Sidney

Baltimore, Jan. 2.—Jack Sidney, publicist of Loew's Valencia Theatre here has been elected to the board of governors of the Press Club.

Four of U-I Foreign Staff in New Posts

Universal International's Cecil Marks, Robert Ferber, James Alexander and Martin Jordan have been given new assignments by Al Daff, director of world sales, and Americo Aboaf, foreign sales manager.

Named Trinidad Manager

Marks, formerly managing director in Indonesia and more recently on a special assignment in England, has been named manager in Trinidad; Ferber, who had been manager in Trinidad, has been shifted to the post of representative in Venezuela; Alexander, who had been New York representative for Central America, will assume a similar post in Uruguay with headquarters in Montevideo, and Jordan, Universal's New York representative for Latin America, has been returned to New York following a trip through Latin America.

Ruralites Vote Bing 'The Most Popular'

Bing Crosby, Paramount star, has been named "most popular actor" in the ninth annual survey of rural motion picture preferences, announced by the magazine, *Country Gentleman.*

Paramount rates more of the "Ten Best" films of the year than any other company in the magazine's survey, with four films selected. They are Cecil B. DeMille's "Samson and Delilah," the Bing Crosby-Jane Wyman picture, "Here Comes the Groom," George Stevens' "A Place in the Sun" and the Hal Wallis production, "That's My Boy," starring Dean Martin and Jerry Lewis.

Metro scored three on the list with "Show Boat," "The Great Caruso" and "Father's Little Dividend;" Warner Brothers, two, "On Moonlight Bay" and "Lullaby of Broadway," and 20th Century-Fox made the "Ten Best" with "David and Bathsheba."

Remittance Problem In Colombia Ended

Washington, Jan. 2.—A remittance problem in Colombia has been worked out to the satisfaction of U. S. distributors, it was learned here.

Colombia had been insisting that blocked remittances be sent out at a new, depreciated exchange rate, rather than the older rate, which is more favorable to the distributors. An agreement has been worked out under which the new rate will be used, but the remittances will be made very promptly, in three monthly installments. Over $500,000 is involved, it was reported.

'Take' in Admission Taxes Shows Sharp Decline in Month

Washington, Jan. 2.—Admission tax collections in December, reflecting boxoffice receipts in November, were sharply below those in December, 1950, the Bureau of Internal Revenue reported.

The Bureau put tax receipts this November at $31,084,965, compared with $34,370,182 in the year previous. There is no breakdown as to how much of the total came from motion picture theatres, and how much from other "general admissions," and so it is impossible to use the tax figures to measure the boxoffice impact of "Movietime U.S.A."

However, it is to be noted that the Dec., 1951 figure compares with a whopping $37,302,260 total for Nov., 1951, reflecting October business.

In previous years, the November-December trend was either an increase or a very slight drop, so it is almost certain that film business did account for at least some of the sharp drop from November to December this year.

RKO Radio's Office In Japan Functioning

RKO Radio's offices in Tokyo have opened, William Schwartz, general manager, has informed Phil Reisman, vice-president in charge of foreign distribution.

Under the direction of Leon D. Britton, Far-East supervisor, the staff includes T. Ishikawa, general sales manager; Y. Nakatsuka, chief accountant; M. Morita, publicity chief; K. Murai, Tokyo chief booker; M. Tamiwa, Tokyo sales; K. Shima, Nagoya sales; and branch managers A. Iga, at Kyushu; S. Ueda at Negoya, and H. Nakanishi, Osaka.

RKO was the first major company to have billboard posters up advertising product, Schwartz reported.

Souvaine Pictures Promotes Heiber

Edward Heiber, Souvaine Selective Pictures Western district manager since the formation of the company, has been promoted to the post of division sales manager with headquarters in Chicago. Heiber's territory will embrace Midwest and Far Western districts. With this appointment Heiber becomes the firm's first divisional sales manager.

Name Wagner Manager

Washington, Jan. 2.—Gerald Wagner has been named general manager of the Playhouse and the Dupont, two local Lopert theatres, to succeed Victor J. Orsinger, who has entered private law practice. Wagner has been serving as Orsinger's assistant. Jean Imhoff will be manager of the Dupont and Kenneth J. McGuire becomes manager of the Playhouse.

Robert Goodfried to Para. Publicity Post

Hollywood, Jan. 2.—Robert Goodfried, former advertising-publicity director of Eagle Lion Studios, and for the past two years associated with Sherrill Corwin's Metropolitan Theatres Circuit, will join Paramount's studio publicity department Monday, assigned to George Pal Productions.

"DISTANT
BEAT
RECO
EVERY
FROM
WARNER BROS!

STARRING

GARY COOPER

WITH MARI ALDON AND RICHARD WEB

DRUMS"
COLOR BY TECHNICOLOR
NG
RDS
WHERE

SCREEN PLAY BY
NIVEN BUSCH AND MARTIN RACKIN MUSIC BY MAX STEINER · PRODUCED BY MILTON SPERLING DIRECTED BY RAOUL WALSH A UNITED STATES PICTURES PROD. PRESENTED BY WARNER BROS.

November Increase In U.K. Attendance

London, Jan. 2.—Latest returns issued by the Customs and Excise Department reflect an increase in theatre business in Britain for November. In that month the tax on theatres yielded £3,482,000 ($9,749,600), compared with £3,290,000 ($9,212,000).

November's increase, a reversal of the traditional downward trend from September to Christmas, is attributed to a number of top-grade pictures which went into general release in November and an increase in the country's confidence following the general election.

Increase Producers' Bonus in Eady Plan

LONDON, Jan. 2.—Substantial increases in interim bonuses accruing to producers under the so-called Eady Plan will be paid for the second year of the Plan, which will end Aug. 4, 1952, directors of the British Film Production Fund, which administers the Plan, have announced.

An interim bonus of 30 per cent will be paid next August for feature films, with 75 per cent on shorts. That compares with a first payment last year of 12½ per cent and 31¼ per cent respectively. Payments are based on distributors' grosses.

Figures for the first year, to Aug. 4, 1951, are not yet complete but it is anticipated they will amount to a total of 20 per cent for features and 50 per cent for shorts.

Offer New Tax Plan For U.K. Theatres

LONDON, Jan. 2.—A new theatre tax proposal, advanced by Sir Alexander King, has been submitted to the Customs and Excise authorities by the Cinematograph Exhibitors Association.

The plan envisages no change in the tax on seats up to one shilling. Seats at higher prices would be taxed 50 per cent. The plan also calls for elimination of discrimination, taxwise, between legitimate and motion picture theatres. The former are not taxed.

It is expected that the Customs and Excise department will call an all-trade conference on the matter in the near future.

RKO and Mills Music

(*Continued from page* 1)

studio operations, and Irving Mills. It is retroactive to 1950.

Involved in the agreement, which includes the music of all outside pictures released through RKO, other than Walt Disney product, are approximately 40 pictures already in distribution. The contract provides Mills international publishing and foreign royalty collection rights to all background music.

Hear Valley Case Jan. 17

CHICAGO, Jan. 2.—The defendants' request for a change of venue from Chicago to Cincinnati in the "Valley Shop-In," case—The case requesting the breaking of the Cincinnati release system—will be heard here Jan. 17.

Film Stocks Up at Year End

(*Continued from page* 1)

creasing trek to motion picture box-offices, concluded as the year ended that the film industry was meeting the challenge of television more effectively than at any time since TV arrived on the entertainment scene.

The industry's chief weapons were the release of several really outstanding productions, a backlog of more of the same and the unprecedented nationwide "Movietime U.S.A." promotional tour to sell the public on motion pictures again. It became increasingly apparent that the novelty of TV was wearing off and that more people were leaving their sets to see really good films. Consequently, there was good support in trading sessions for motion picture shares.

The industry took the TV bull by the horns in other ways. An example was the proposed merger of Paramount Pictures and American Broadcasting.

Although gross earnings of most film companies were generally higher than those of 1950, net profits were off because of higher operating costs and taxes. But, here, too, traders took a long range view of cautious optimism in view of developments late 1951. There was good demand for film shares and they held their own in a highly selective general market.

Paramount Pictures stock was outstanding on the "Big Board," finishing the year around 26 for a gain of more than four points. United Paramount Theaters was steady, selling around 19 at the yearend for a fractional gain.

The new RKO Pictures stock and that of the Theatres Corp. ranged between highs of around $5 a share and lows of $3. RKO Theatres showed a flashy profits comeback in the 13 weeks ended Sept. 29, with a net income of $502,206, compared with $109,697 in the 13-week period ended June 30. Net for the 13 weeks ended March 31 was $441,941.

Warner Brothers and Universal Pictures were good performers on the stock market, both gaining more than two points on the year, the former going above $14 a share and the latter to around $12. Universal showed strong gross earning power and declared a year-end dividend of 60 cents a share on the common stock. The last previous payment was 25 cents a share, in July, 1948.

Loew's, Inc., an amusement stock favorite in Wall Street board rooms, met good demand throughout the year and finished more than a point higher, around $17 a share.

Eastman Kodak, 20th Century-Fox and Columbia Pictures were little changed as a result of the year's dealings but held steady despite lower net profits reported for earlier periods of the year.

Technicolor was a highlight on the Curb Market, rising around $4 a share for the year, to above $22 a share. Monogram was well supported and gained more than a point, to above $3 a share.

Against Hughes

(*Continued from page* 1)

Justice brief said, adding that the entire decree was carefully drawn to get two independent companies and that the trusteeing and eventual sale of the theatre stock was an "integral part" of this plan. Hughes' argument that he does not have to sell the trusteed theatre stock until he is ready "would enable appellant, at his pleasure, to frustrate the primary purpose of the decree—divorcement of the economic interests of the two companies," the brief argued.

So long as Hughes gets the dividends on the trusteed stock, his picture company has a "powerful inducement" to favor the RKO Theatres Company, the high court was told.

The consent decree specifically gives the lower court power to prescribe "other terms and conditions" for the trust, Justice said, and "this includes the power to set a reasonable termination date." The time actually set for final disposition of the Hughes theatre stock is more than six years from the date of the consent decree and "is fair by any test," Justice declared.

It is particularly important, the court was told, that the lower court be free to take action "calculated to prevent a recalcitrant party from subverting the objectives of the reorganization plan." Justice said the District Court "well knew" that between the time of the consent decree and the government motion to force sale of the theatre stock, Hughes and the RKO defendants had "repeatedly manifested considerable reluctance to effectuate the divorcement contemplated by the 1948 decree."

Hughes argued that "he does not have to do anything ever" about selling the stock, Justice claimed. In view of all this, it was "incumbent on the lower court to set a limit," the brief said.

U-I Backlog

(*Continued from page* 1)

and Piper Laurie, will be the second, followed by "Sally and Saint Ann," with Ann Blyth.

Lone picture carrying through from last year is "The Untamed," in Technicolor with Joseph Cotten, Shelley Winters and Scott Brady.

Technicolor pictures now in the cutting rooms or awaiting release include "Bend of the River," starring James Stewart and Arthur Kennedy; "The Cimarron Kid," Audie Murphy and Yvette Dugay; "Flame of Araby," Maureen O'Harra and Jeff Chandler; "Steel Town," Ann Sheridan, John Lund and Howard Duff; "The Treasure of Lost Canyon," William Powell and Julia Adams; "The Battle at Apache Pass," John Lund and Jeff Chandler; "Has Anybody Seen My Gal," Piper Laurie and Rock Hudson; "The World in His Arms," Gregory Peck and Ann Blyth; "Scarlet Angel," Yvonne DeCarlo and Rock Hudson; "The Duel at Silver Creek," Audie Murphy; "Bronco Buster," John Lund; and "Son of Ali Baba," Tony Curtis.

Black and white films editing or awaiting release are "Meet Danny Wilson," Frank Sinatra and Shelley Winters; "Francis, Racket Buster," Donald O'Connor; "Ma and Pa Kettle at the Fair," Marjorie Main and Percy Kilbride; "Here Come the Nelson," Ozzie, Harriet, David and Ricky Nelson; "Finders Keepers," Tom Ewell and Julia Adams; "Hear No Evil," Tony Curtis and Jan Sterling; "Red Ball Express," Jeff Chandler; "Lost in Alaska," Bud Abbott and Lou Costello; "Ma and Pa Kettle Go to Paris," Marjorie Main and Percy Kilbride; and "Francis Goes to West Point," Donald O'Connor.

Brotman to Follow Law

CHICAGO, Jan. 2.—Oscar Brotman has resigned as a member of the board of directors of Allied Theatres of Illinois to devote full time to his law practice.

N. Y. Grosses

(*Continued from page* 1)

week's gross at $110,000, reported that the two-day gross was about 10 per cent greater as compared to previous years. "Elopement," plus a stage revue there, wound up its first week last night.

An excellent $11,700 was registered by "I Want You" at the Criterion for the two days, while a robust $12,618 was racked up for the period by "Detective Story" at the Mayfair. "Decision Before Dawn" at the Rivoli did a fine $13,600 for both days and a similar good figure was realized for "Distant Drums" at the Warner, which did about $18,000.

'Spy' Doing Well

At the Globe, a large $11,327 was taken in for the two-day period by "My Favorite Spy." Similar reports of brisk business came from the Capitol, which opened Monday with "Westward the Women," the Astor, now playing "Quo Vadis" on a continuous run policy, and Loew's State, where "The Wide Blue Yonder" had its preview showing Monday.

'Vadis' Breaks House Record in K.C.; Tops 'GWTW' in Indianapolis

"Quo Vadis" continues to pull very high grosses. In Kansas City, despite inclement weather and extra-ordinary competition from a basketball tournament, it broke the house record at the Midland, where it drew a seven-day gross of $42,000. Regular priced grosses at this house usually average about $14,500.

In Indianapolis the film is outgrossing "Gone With the Wind" by a wide margin, with a seven-day gross at Loew's there hitting $36,000, where at ordinary scales $10,000 would be the average.

Cleveland Holiday Business Ranges from Good to Excellent

CLEVELAND, Jan. 2.—Business here over the holiday weekend was good to excellent. Local neighborhood business was spotty. The weather was mild and clear. Scanty reports from the territory indicate that some theatres outgrossed the same period last year, while other theatres reported a drop.

Garland Sets Hold-over Record at RKO Palace

Judy Garland, now in her 12th week at the two-a-day RKO Palace, has set a new hold-over record for the theatre, topping Kate Smith's previous record of 10 weeks in 1931. As to holiday business at the Palace, a big $58,000 was estimated for the week ending Monday. New Year's Eve prices were hiked to $7.20.

Carriers Grant Pay

(*Continued from page* 1)

$5 pay hike a year from now. It will contain provision for increased vacations, holiday pay and improved insurance, disability and hospitalization benefits. Some 70 drivers and driver-helpers are involved.

A "no strike" clause will be included in the pact, Meinhardt said. The month-long negotiations threatened to collapse with a strike on Jan. 1, but just prior to the holiday the carriers won a promise from the union that there would be no walkout until at least the end of this week, pending further talks.

THE GREATEST SHOW ON EARTH

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WORLD PRE-RELEASE
ENGAGEMENT
At The
Nation's Greatest Showplace
RADIO CITY
MUSIC HALL

Cecil B. DeMille's

THE GREATEST SHOW ON EARTH

Color by
TECHNICOLOR

BETTY
HUTTON
as Holly, Queen of the Flyers

CHARLTON
HESTON
as Brad, The Boss-man

GLORIA
GRAHAME
as Angel, the Elephant Girl

CORNEL
WILDE
as The Great Sebastian

DOROTHY
LAMOUR
as Phyllis, the "Hula" Girl

with
HENRY WILCOXON
LYLE BETTGER
LAWRENCE TIERNEY
EMMETT KELLY
CUCCIOLA
ANTOINETTE CONCELLO
and

JAMES
STEWART
as Buttons—a Clown

PRODUCED AND DIRECTED BY CECIL B. DeMILLE

Produced with the cooperation of Ringling Bros.-Barnum & Bailey Circus

Screenplay by FREDRIC M. FRANK, BARRÉ LYNDON and THEODORE ST. JOHN

Story by FREDRIC M. FRANK, THEODORE ST. JOHN and FRANK CAVETT

"If It's a Paramount Picture, It's The Best Show in Town"
—and *this* Paramount Picture is
THE GREATEST BOXOFFICE SHOW ON EARTH!

Motion Picture Daily Feature Reviews

"The Las Vegas Story"

(RKO Pictures)

THE exploitable strength in this RKO Pictures presentation lies in its cast, topped by Jane Russell, Vincent Price, Victor Mature and Hoagy Carmichael. The mechanical plot is a bit enlivened by Carmichael at the piano and a hair-raising episode involving a chase between a heliocopter and an automobile. The formula situations, however, are not improved by a number of double meaning lines directed at Miss Russell.

"The Las Vegas Story" finds Miss Russell unhappily married to Price, a wealthy investment broker, involved in a number of shady deals and in dire need of cash. They stop at the Nevada gambling town where Miss Russell during the war years was in love with Mature. Price takes to the gambling tables while Miss Russell tries to retrace the past when she was a vocalist at the Last Chance club. There she meets Mature who is now a detective. Complications pile up when the owner of the club is slain and Price is accused of murder. However, the real killer is found to be a "private eye" for an insurance company who has designs on Miss Russell. He is slain following a chase by Mature. Price is nabbed for embezzlement, leaving Miss Russell free to marry Mature.

Others in the cast include Brad Dexter, Gordon Oliver, Jay C. Flippen and Will Wright. Samuel Bischoff was executive producer and Robert Sparks was producer, while Robert Stevenson directed.

Running time, 88 minutes. General audience classification. Release date, not set.

MURRAY HOROWITZ

"Indian Uprising"

(Edward Small-Columbia)

CLEAVING to basic Western formula, "Indian Uprising" is strong on action, light on love interest and has the added attraction of color by Supercinecolor. George Montgomery, playing a dauntless cavalryman who has sharp insight into the problems of the Indians and knowledge of the ways of the notorious chief, Geronimo, gives a vigorous performance and is ably assisted by a sizeable cast, including Audrey Long, Carl Benton Reid, Eugene Iglesias, John Baer, Joe Sawyer, Robert Dover, Eddy Waller, Douglas Kennedy, Robert Shayne and Miguel Inclan.

The essence of the screenplay, which Kenneth Gamet and Richard Schayer made of the latter's story, is that a clique of predatory white men were responsible for the insurgence of Geronimo's Apaches, and that peace was restored when Montgomery finally succeeded after many attempts to convince the authorities that the Indians were being deliberately aggravated into raiding white communities. Ray Nazarro directed the numerous Indian fights in a manner to create maximum excitement, and maintained throughout the film a sharply drawn distinction between heroism and villainy. Produced by Bernard Small, the picture is an Edward Small presentation.

Running time, 75 minutes. General audience classification. For January release.

CHARLES L. FRANKE

"Angel With the Trumpet"

(London Films-Snader)

ERNST LOTHAR'S kaleidoscopic novel of Austrian history has been brought to the screen by Sir Alexander Korda's London Films, emerging as a highly dramatic unfoldment of the decades from the time the Austrian republic grew out of the Hapsburg empire until it became a segment of Germany's Third Reich. A stirring performance is rendered by Eileen Herlie, in the role of an Austrian woman stalked by tragedy from the moment she first meets the Crown Prince Rudolph to the bitter day when the Nazi storm troopers come to arrest her, a Catholic, because her father was a Jew.

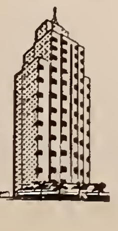
The cast is uniformly good, from Basil Sydney as the middle-class piano manufacturer who marries Miss Herlie over the objections of his relatives, to Norman Wooland who plays the tragic figure of Rudolph, Maria Schell, the pianist sweetheart of Eileen's son, and Oscar Werner, the family's wayward son who eventually turns Nazi and returns home in triumph to find his mother dead. Producer Karl Hartl and Franz Tassie did the script, which follows the Lothar story faithfully. Anthony Bushell was the director and presumably is responsible for the leisurely tempo. The film jolts along from climax to climax, lacking a sharp focus. Authentic in its mood, it is both sentimental and moving in spots, but on the whole it is spotty in its quality and surprisingly lacking in polish. Art houses probably will find this a stimulating entry.

Running time, 98 minutes. General audience classification. Release date, Dec. 20.

Lewis Buys Greene Yarn

HOLLYWOOD, Jan. 2.—David Lewis has purchased the screen rights to Graham Greene's controversial novel, "The End of the Affair" and will re-enter active film production.

THERE'S ONLY ONE
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts
COMPLETELY AIR-CONDITIONED
Reservations • Walter Jacobs



Batschelet Heads Denver Variety

DENVER, Jan. 2.—Tent No. 37 of Variety has elected Ralph Batschelet, manager of the Paramount, as chief barker for 1952. He succeeds Hall Baetz, who is International canvasman. Other officers include William Hastings, first assitant chief barker; Fred Brown, second assistant; Sam Feinstein, dough guy, and Victor Love, property master. Canvasmen are Jim Micheletti, Robert Garland, Robert Selig, H. M. McLaren, Ray Davis and Harry Green.

"Rashomon"

(Daiei-RKO Radio)

A UNIQUELY flexible and eloquent use of the film medium is displayed by the Japanese in "Rashomon." The picture is distinguished for having won the Grand Prize at this year's Venice Film Festival. Actually a parable on truth, it is photographed and acted with considerable skill. It should draw its best attendance at art houses.

The theme is one that is boldly forthright. A bandit, beholding a man and his wife traveling through a forest, binds the husband and seduces the wife. Subsequently the husband is found dead. Four versions of the incident are given—by the bandit, the wife, the spirit of the husband and an eyewitness—and each version varies drastically. The picture concludes on a note of hope when the eyewitness, a thief, decides in a mood of moral regeneration to adopt an abandoned baby.

By its very nature the film is episodic in character. The setting is about 1,200 years ago in an ancient metropolis of Japan. The entire story is related in flashback and discussion by three men who take refuge from a driving rain in some immense architectural ruins.

Jingo Minoura produced and Akira Kurosawa directed with a fine command of his medium. Toshiro Mufune is the bandit; Machiko Kyo the wife and Masayuki Mori the husband.

Running time, 90 minutes. Adult audience classification. Release date, not set.

MANDEL HERBSTMAN

Boston Salesmen's Club Holds Elections

BOSTON, Jan. 2.—The Boston Motion Picture Salesmen's Club announced officers and board of directors for 1952 as follows: president, H. O. (Bud) Lewis; vice-president, Arthur Gerome; secretary, Louis Josephs; treasurer, Joseph Wolf; sargeant-at-arms, Joseph Mekelberg. The board of directors are as follows: chairman, William Kunnis; Harry Goldstein, Nate Levin, Leonard Appel, Jerry Callahan and Dave Grover.

Foreign Language Critics Elect

The following officers were elected to serve during 1952 by the Foreign Language Press Film Critics' Circle:

President, Wladyslaw Borzecki, film editor of the *Polish Morning World;* vice-president, Victor Shimkin of the *Russian Daily Slovo;* treasurer, Andrew Valucheck, editor of the *Czechoslovak Daily Dennik;* Sigmund Gottlober, director of the American Foreign Language Press was re-elected executive secretary.

Announcing

The Second Annual Communion Breakfast for Catholic people of the motion picture industry, New York area, at St. Patrick's Cathedral, January 20th. Pontifical Mass at nine o'clock. Breakfast immediately following, Grand Ballroom, Hotel Waldorf Astoria. For information and tickets communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Telephone BRyant 9-8700. Tickets: $3.75 each.

RCA's Jolliffe Cites Developments in Television, Radio

Outstanding achievements in radio and television during 1951 are listed by Dr. C. B. Jolliffe, vice-president and technical director of RCA, as follows:

Field testing the RCA compatible, all-electronic color television system under regular broadcasting conditions. Tests included outdoor and studio pickups, transmissions by radio relay and coaxial cable from New York to Washington, reception on experimental home-type receivers, featuring the RCA tri-color picture tube, and showings on a 9-by-12-foot theatre screen.

On Oct. 16, 17, and 18, a test program of the RCA compatible color system was transmitted across the nation.

Adoption by the National Television System Committee of field-test standards for a compatible color TV system.

Emergence of the pracitICality of the UHF (ultra high frequency) portion of the broadcasting spectrum for television's expansion into 70 new channels that can provide for more than 2,000 UHF stations and bring TV coverage within range of nearly every American community.

Inauguration of Coast-to-Coast television service employing microwave radio relays.

Start of pilot production of the transitor, a tiny device, which will eventually replace certain types of electron tubes.

Development of new and electronic equipment for the Armed Forces.

Theatre television, which became a new industry and service and spread across the country for independent operation and operation in networks linked by radio relays or coaxial cable.

Rose Bowl Game

(*Continued from page 1*)

permit. KFEL put the game on numerous TV receivers at a local arena, which was packed by patrons who were not charged admissions. Denver, at this time, has no home TV reception.

According to information received here, last minute complications involving theatre television rights failed to deter Corwin from carrying the telecast. The local NBC office stated that Theatre Network Television, which cleared the theatre rights for the game through NBC's New York office, sought to amend NBC's contract with Tournament officials so as to allow theatre telecasting of the game. Complications arose when Pacific Coast Conference commissioner Victor Schmidt and Lathrop Leishman, chairman of the football committee, voted against waiving the theatre prohibition.

RKO Will Reissue 'Hunchback' and 'Cat'

Following tests of a combined rerelease of "The Hunchback of Notre Dame" and "The Cat People," RKO Radio is putting both pictures back in circulation, Robert Mochrie, sales vice-president, announced.

The combination was tried out in Denver, Atlanta, Chattanooga, Birmingham and Boise, as well as several smaller situations.

Television--Radio

Comment and Opinion

THE ability to do something new and different within the accepted limitations of the broadcasting medium is a rare gift. Few of the creative minds in the industry can lay claim to it. Edward R. Murrow, CBS newsman and commentator, ranks conspicuously among the exceptions.

Murrow first roused comment when he and Fred Friendly produced the "I Can Hear It Now . . . " series. This past fall, he brightened Sunday afternoons with his brilliantly conceived and executed "See It Now" TV programs which continue as outstanding examples of intelligent and interpretative news reporting.

This past Sunday, over the CBS Radio Network, Murrow presided over a get-together of CBS correspondents from various parts of the world. The program, in informal setting, was repeated over CBS-TV on New Year's Day and under Murrow's guiding hand turned into a fascinating hour-long analysis of the world situation.

Now CBS announces an addition to Murrow's already crowded schedule. On Saturday, over CBS Radio, he starts a once-a-week series of five-minute interviews called "This I Believe." The show has been on in New York locally since September and was a big hit.

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On hand is a year-end statement from Joseph H. McConnell, president of the National Broadcasting Company, who thinks that by 1955 some 28,000,000 American homes will be equipped with television sets, accommodating an audience of 84,000,000, or more than half of the total national population.

By that year, too, McConnell believes 4,100 theatres will be equipped to carry TV programs and the five per cent addition to the home viewing audience should put television within daily reach of nearly 90,000,000 people. The NBC executive also predicted a total annual income from all advertising sources in 1955 of $8,000,000,000. That compares with 1951 TV advertising expenditures of $1,775,000,000. He added that, should compatible color television become a reality before 1955, his forecasts might have to be revised drastically.

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Adding to an already uneventful and unexciting New Year's Eve program schedule on TV, "Studio One" presented "That Paris Feeling" Monday night. The romantic comedy introduced Ann Gillis. One has come to connect the name of Worthington Miner, director of "Studio One," with some of the finest dramatic programs on television. In fact, there was a time when "Studio One" set the pace for shows of its type. This is no longer so. During the past six months, the hour-long program has been of such uneven quality that it must have alienated many viewers. Whether the fault lies with the selection of scripts—such as was the case with "That Paris Feeling"—or whether it is because Miner has settled down and no longer is curious about the potential of his camera, is difficult to tell. "That Paris Feeling," in addition to being lightweight even as comedy material, also lacked strength when it came to performances.

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The TV networks in general showed precious little imagination in their New Year's Eve programming. Midnight found most cameras trained atop the Times Building. NBC had Ben Grauer excitedly reviewing political history from the roof of the Astor Hotel. The Paramount Theatre got a nice plug and so did Cecil B. DeMille. CBS decided to let us have a frenzied glimpse of "the elite" at the Stork Club where everyone acted gay and exhilirated. WOR-TV went off the air, on schedule, at the stroke of midnight.

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Noted in Passing: "Big Town" returns to CBS Radio. . . . Robert Montgomery's full-hour tour-de-force on NBC Monday night a TV dud. A lecture is not entertainment, regardless of how good the intention . . . . Theatre Guild on the Air offers the Lunts in "I Know My Love" Sunday over NBC radio . . . . Jimmy Durante at his best, with Helen Traubel as his guest on the All Star Revue over NBC-TV Saturday. . . . A. A. Schechter is leaving his post as a vice-president of the Crowell-Collier Publishing Co. to return to NBC as a general executive for the TV network. His first task will be to supervise NBC's precedent-breaking morning program, "Today," which starts Jan. 14. Schechter first joined NBC in 1931.

FRED HIFT

SMPTE Says Film, TV Industry Is 'Weak' Technically

The industry's "technical foundation" is no longer the insurance for the future that it was once considered to be, in the opinion of the board of governors of the Society of Motion Picture and Television Engineers. Hence, the organization has recommended in a bulletin to members that SMPTE aims in 1952 to put all resources behind film and TV engineering projects, encourage engineers to keep themselves posted on developments, encourage publication of technical papers and encourage engineering schools to prepare their students for work in the industry.

'Unhealthy Future'

"The motion picture industry, if it only realized it, is in for a serious and unhealthy future," the bulletin states in deploring the weakness attributed to the "technical foundation."

Hitting the lack of training programs or scholarships for young engineers, the bulletin states: "The movie business is traditionally ingrown. Technical talent is discouraged from entering and jobs are handed down internally. Behind closed doors we find a field of mystery where studios and laboratories keep the same secrets from each other, where new ideas are virtually unknown and where processes show little progress while counterparts in other industries sail right on by."

Cover Presidential Conventions by TV

Columbia Broadcasting will cover Coast-to-Coast on both television and radio networks the Republican and Democratic conventions at Chicago and other events in the presidential campaign, to be sponsored by Westinghouse Electric. Also, Philco Corp. will sponsor both conventions over the combined National Broadcasting System radio and television networks.

Will Sponsor 20 Hours

The CBS deal marks one of the largest in the history of broadcast programing. At an estimated cost of more than $1,000,000 Westinghouse will sponsor 20 hours of television and radio coverage of each convention.

'Sirocco' Campaign Winners Named

Columbia has awarded prizes to the winners of its showmanship contest for "Sirocco." First prize of an all-expense-paid week in New York for two went to Robert Whelan of the RKO Orpheum in Minneapolis. Second prize, a Zenith radio-phonograph console, went to Sonny Shepard of Miami Beach's Carib Theatre. Adam Goelz of the Hippodrome in Baltimore will receive the third prize, a long-distance portable Zenith radio.

In addition, the judges, officers of the Associated Motion Picture Advertisers, felt that two other campaigns were worthy of honorable mention. The winners of as yet unannounced prizes are George Hunter of the Fox in Springfield, Mo., and Frank K. Shaffer of the Warner's Dixie in Staunton, Va.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 3 NEW YORK, U. S. A., FRIDAY, JANUARY 4, 1952 TEN CENTS

WB Sold 43 Properties at $7,106,000

Plans A Reorganization For U. S. Tax Purposes

The sale of 32 Warner Brothers theatres and 11 other properties owned by the company at an aggregate price of $7,106,000 was revealed here yesterday in the annual report to stockholders by Harry M. Warner, president.

In the report for the year ending Aug. 31, 1951, which resulted in a net profit of $9,427,000, the company noted that in add'tion to the theatres that must be divested pursuant to the consent judgment, WB is negotiating for the sale of a substantial number of other theatres.

Regarding the acquisition of com-

(*Continued on page 6*)

SEC Lists Top Film Salaries

Louis B. Mayer during the last fiscal year received from Loew's M-G-M remuneration totaling $300,000, and Harry M. Warner received from Warner Brothers a salary of $185,900, according to year-end reports of the respective companies on salary payments to their officers. Mayer, who meanwhile resigned his post as Loew"s M-G-M first vice-president, and Warner, WB president,

(*Continued on page 6*)

Wald-Krasna Seen Remaining at RKO

HOLLYWOOD, Jan. 3.—Negotiators representing Jerry Wald and Norman Krasna, on the one hand, and RKO Pictures, on the other, continued their discussions today concerning extension of the option for the services of the production team.

The expectation is that an agreement will be reached before the end of the week under which Wald-Krasna

(*Continued on page 6*)

FOR THE RECORD

TOP-GROSSING PICTURES OF '51

Motion Picture Daily herewith lists alphabetically the top-grossing pictures of 1951:

AN AMERICAN IN PARIS (Metro-Goldwyn-Mayer)
BORN YESTERDAY (Columbia)
DAVID AND BATHSHEBA (20th Century-Fox)
THE GREAT CARUSO (Metro-Goldwyn-Mayer)
KING SOLOMON'S MINES (Metro-Goldwyn-Mayer)
SHOW BOAT (Metro-Goldwyn-Mayer)
THAT'S MY BOY (Paramount)

CHAOS IN CHICAGO

IN the category of current conditions which cry for remedy the situation which exists in the City of Chicago stands very near the top.

The Chicago situation, which is gravely affecting the welfare of the industry in that dominant key area of Middle United States, stems from the fantastic consequences which have flowed from the unique and revolutionary regulations incident to the "Jackson Park Case."

The Chicago area, a seat of power and prosperity of the industry from its pioneer days, has been hurtled virtually to the brink of disaster by what is perhaps the strangest complexity of trade practices that has ever confronted a segment of American business. Legalistic theory, applied ruthlessly and with either scant knowledge or little concern as to its consequences, has created a condition of economic chaos.

□ □ □

DESPITE the great public service of the motion picture, the affectionate status it enjoys as the chiefly favored public amusement of the American people, there has been set up in Chicago a set of trade practices which are not in the public interest and fail to satisfy the wishes of the individual theatre-goer. Meanwhile they are jeopardizing many millions of dollars of legitimately invested American capital, represented in both theatres and film.

The system that prevails is a strange phenomenon in American life. Assuming authority from Federal Court decisions, a Federal judge has allowed himself to be installed as an absolute dictator over the economic life of the motion picture industry in the city of Chicago. Unable to escape the atmosphere which inevitably prevails in a climate of dictatorship, the Federal judge finds himself from time to time assuming Olympic prerogatives.

Although even Hollywood has not yet produced a genius who presumes to be able to catalogue audience acceptance of motion

(**Continued on page 5**)

Audit Shows U. A. Earned Profit in '51

Qualifies Krim Group For Stock Ownership

A preliminary audit has revealed, as expected, that United Artists ended 1951 in the black, thus meeting the basic requirement for the Arthur Krim-Robert Benjamin-Matthew Fox group to acquire ownership of 50 per cent of the outstanding stock of the company and to extend their management control through 1960.

Other management members who also will share in the 50 per cent stock ownership are William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president in charge of advertising-publicity, and Arnold Picker, vice-president in charge of foreign distribution.

Krim has scheduled a trade press conference for next Tuesday, at which

(*Continued on page 6*)

Grainger Out Of Shea Chain

E. C. Grainger, general manager and former president of Shea Enterprises, was dismissed by the company this week in what was described as an aftermath to a dispute over terms of his employment contract.

The dismissal came to light with discovery of a motion on file in New York Supreme Court here by Grainger to compel Shea Enterprises and Gerald Shea, president since last fall,

(*Continued on page 6*)

Snaper Calls for New Sales Policies

Asserting that there has not been "a progressive step in sales formulas" in many years, Wilbur Snaper, president of New Jersey Allied and coordinator of the national Allied film committee, yesterday called for abandonment of present selling policies in favor of "a better way of conducting our business."

Acknowledging that he could offer

(*Continued on page 5*)

1952 will be the year of this industry's greatest grosses WITH CECIL B. DeMILLE'S THE GREATEST SHOW ON EARTH Color by TECHNICOLOR A Paramount Picture

1951 Was Banner Production Year, Johnston Declares

WASHINGTON, Jan. 3—Assessing the achievements of the industry last year, Eric A. Johnston, president of the Motion Picture Association of America, has concluded that "the most important and imposing factor in motion picture progress in 1951 was the marked increase in the number of genuinely outstanding films from Hollywood."

"In no previous year that I know of," he declared, "have the studios turned out a more impressive array of top-notch pictures."

Johnston said he rated this development number one in significance because of our "by-products" that resulted. He cited these as: (1), the "resounding note of confidence and optimism" within the industry; (2), dissipation of "all the gloomy diagnoses that the motion picture industry was ready for burial;" (3), the arrival of new patrons into theatres, and (4), the manifestation of "renewed respect, both at home and abroad, for the matchless prowess, versatility, artistry and resourcefulness of American movie-makers."

The second half of the 20th century now "celebrates its second birthday," said Johnston. "I'm certain it can get no finer entertainment present in 1952 than the superb picture package now being wrapped up in Hollywood."

Fourth RKO House Gets Theatre TV

Continuing with plans for installing theatre screen TV in RKO theatres in key cities all over the country, RKO is now installing its fourth RCA instantaneous direct projection theatre-television system in the RKO Albee in Cincinnati, it was disclosed here yesterday by William W. Howard, RKO Theatres vice-president.

This will be the first such system in Cincinnati, and more installations are being planned for other RKO theatres. To date, the RKO Fordham in the Bronx, Keith's in Washington, and the Palace in Cleveland have been operating large-screen theatre television.

The equipment will be RCA's model PT-100, the same model is used in the other RKO houses, and which provides an image as large as the usual theatre screen.

RKO Meet Is Off Again, to Jan. 10

DOVER, Del., Jan. 3.—Another meeting of RKO Theatres stockholders was held here yesterday, but because the tabulation of proxies had not been completed, the annual meeting was adjourned again until next Thursday.

Due to the spirited campaign being waged by management and opposition leader David J. Greene, the tabulation has been proceeding at a slow pace with frequent challenges on both sides, it is understood.

Personal Mention

H. J. YATES, president of Republic Pictures, has returned to the Coast after spending the holidays here. He is expected back in New York at the end of the month.

•

MICHAEL MOODABE, governing director of Amalgamated Theatres, Ltd., in New Zealand, affiliated with 20th Century-Fox, has been elevated to the Order of the British Empire by King George VI of England.

•

DEWEY BLOOM, M-G-M press representative for Canada, is recuperating from a recent illness at his home in Toronto.

•

JOSEPH B. HAFFNER, C.P.A., has been admitted to general partnership in Samuel Hacker and Co., film industry accountants.

•

ROSS DOYAL of M-G-M's publicity department is in St. Claire's Hospital here for a checkup.

ERIC JOHNSTON, Motion Picture Association of America president, arrived in New York yesterday to attend today's meeting of the MPAA board.

•

HERBERT A. PHILBRICK, assistant director of ad-publicity for Mullen and Pinanski Theatres at the time he was doing undercover work for the FBI in the Communist Party, will have his story serialized in the *Boston Traveler* and *Sunday Herald.*

•

EDWIN E. ENKE has resigned as manager of the Skouras' Calderone Theatre in Hempstead, N. Y., to accept an appointment as New York State field representative of the Equitable Life Insurance Co. of Iowa.

•

ABE OLMAN, general manager of Robbins-Feist Music Co., subsidiary of Loew's, is a grandfather, his daughter, MRS. MARJORIE STURMER having given birth to a girl at Myrtle Beach, S. C.

45 from Field to Attend 20th Meet

Forty-five field men of the 20th Century-Fox distribution force will attend the five-day sales convention of the company starting Monday at the home office.

Heading the contingent, will be division managers Martin Moskowitz, Empire State; Ed Callahan, Atlantic; Ray Moon, Central; Peter Myers, Canadian; Moe Levy, Mid-West; Harry Ballance, Southern; and Herman Wobber, Western. Paul Wilson and Buck Stoner, assistant division managers of the South and West, respectively, will also attend.

Branch Managers Attending

Branch managers attending the meeting will include:

Abe Dickstein, New York; Nat Rosen, Albany; Charles Kosco, Buffalo; Jim Connolly, Boston; Ben Simon, New Haven; Sam Diamond, Philadelphia; Glenn Norris, Washington; Tom Gilliam, Chicago; Joe Rosen, Cincinnati; I. J. Schmertz, Cleveland; Joe Lee, Detroit; Tom McCleaster, Indianapolis; Al Levy, Pittsburgh; Bob Conn, Des Moines; Joe Neger, Kansas City; Jack Lorentz, Milwaukee; Ralph Pielow, Jr., Minneapolis; Joe Scott, Omaha; Gordon Halloran, St. Louis.

Others Listed

Also, Fred Dodson, Atlanta; John Holston, Charlotte; Mark Sheridan, Dallas; Tom Young, Memphis; Bill Briant, New Orleans; Marion Osborne, Oklahoma City; Marion Doris, Jacksonville; Jimmy Dugan, Denver; Alex Harrison, Los Angeles; Charles Powers, Portland; Kenneth Lloyd, Salt Lake; Jack Erickson, San Francisco; Jack Burk, Seattle; Gerald Chernoff, Montreal and Phil Sherman, Toronto.

Also at the meet will be John Feloney, assistant to Callahan in the Atlantic Division, and Bob McNab, office manager for Cincinnati.

Schedule Reception For DeMille Here

Cecil B. DeMille and Betty Hutton, star of the DeMille-Paramount "The Greatest Show on Earth," will be guests of G. S. Eyssell, president of Rockefeller Center, at a reception on Monday afternoon in the Studio Apartment of Radio City Music Hall. The De Mille production will open at the Hall on Thursday. He will attend the premiere, arriving here on Sunday.

Paramount has arranged for a trade press conference with DeMille on Monday morning. The company has also arranged a heavy schedule of press, magazine, radio and television interviews on behalf of the picture. Following his stay here DeMille will visit Atlanta, New Orleans and Dallas to meet editors and publishers.

On Thursday, DeMille will be the guest on the Betty Crocker Magazine of the Air over the ABC radio network.

Feb. 10-16 Designated Monogram Week

HOLLYWOOD, Jan. 3.—Feb. 10-16 has been designated Monogram Week, with 87 features plus the "Little Rascals" shorts series to be made available to exhibitors for exhibition during that time, president Steve Broidy announced here today. The slogan is "A Monogram Subject On Every Screen In The Nation During Monogram Week," and Broidy said indications are results will exceed outstanding totals registered by the first annual Monogram Week last year.

NSS Meet in Atlanta

ATLANTA, Jan. 3.—George Dembow, vice-president of National Screen Service, in New York, will hold a sales meeting here Monday and Tuesday with branch managers and sales representatives from Memphis, Charlotte and Atlanta.

Compo to Be Topic At MPA Meet Today

The meeting here today of the Motion Pictures Association of America board will be devoted almost exclusively to discussion of the Council of Motion Picture Organizations, the MPAA indicated yesterday. Arthur L. Mayer, COMPO executive vice-president, will attend the meeting.

The meeting will consider, and perhaps act upon, proposals which have been made for the distributors' support of a new COMPO advertising-publicity program which will be part of the continuing "Movietime U.S.A." campaign.

Continue Delay on Salary Decision

WASHINGTON, Jan 3.—A Salary Stabilization Board decision on salary control policies for the film and other talent industries is not likely before late January, at the earliest.

A Board spokesman said the Board and its staff envisaged considerable further work on the matter before issuing a regulation. For one thing, he said, the Board wants to write into one regulation policy for talent workers, sports figures and possibly other groups. For another thing, the Board still has several questions it wants answered. Board executive director Joseph Cooper will attempt to get some of these answered as far as the film industry goes when he is on the West Coast the week after next. He plans to talk to Hollywood company and labor officials while on the Coast.

NEW YORK THEATRES

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DANNY THOMAS
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plus THE MUSIC HALL'S
GREAT CHRISTMAS STAGE SHOW

DOUBLE DYNAMITE!
starring
JANE RUSSELL • GROUCHO MARX
FRANK SINATRA
in Person
TONY BENNETT
THE FIVE DE MARCO SISTERS
ART MOONEY and his Orchestra
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extra JOEY ADAMS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

SAMUEL GOLDWYN'S "I WANT YOU"
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MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address. "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

1912

1952

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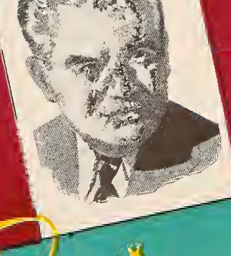
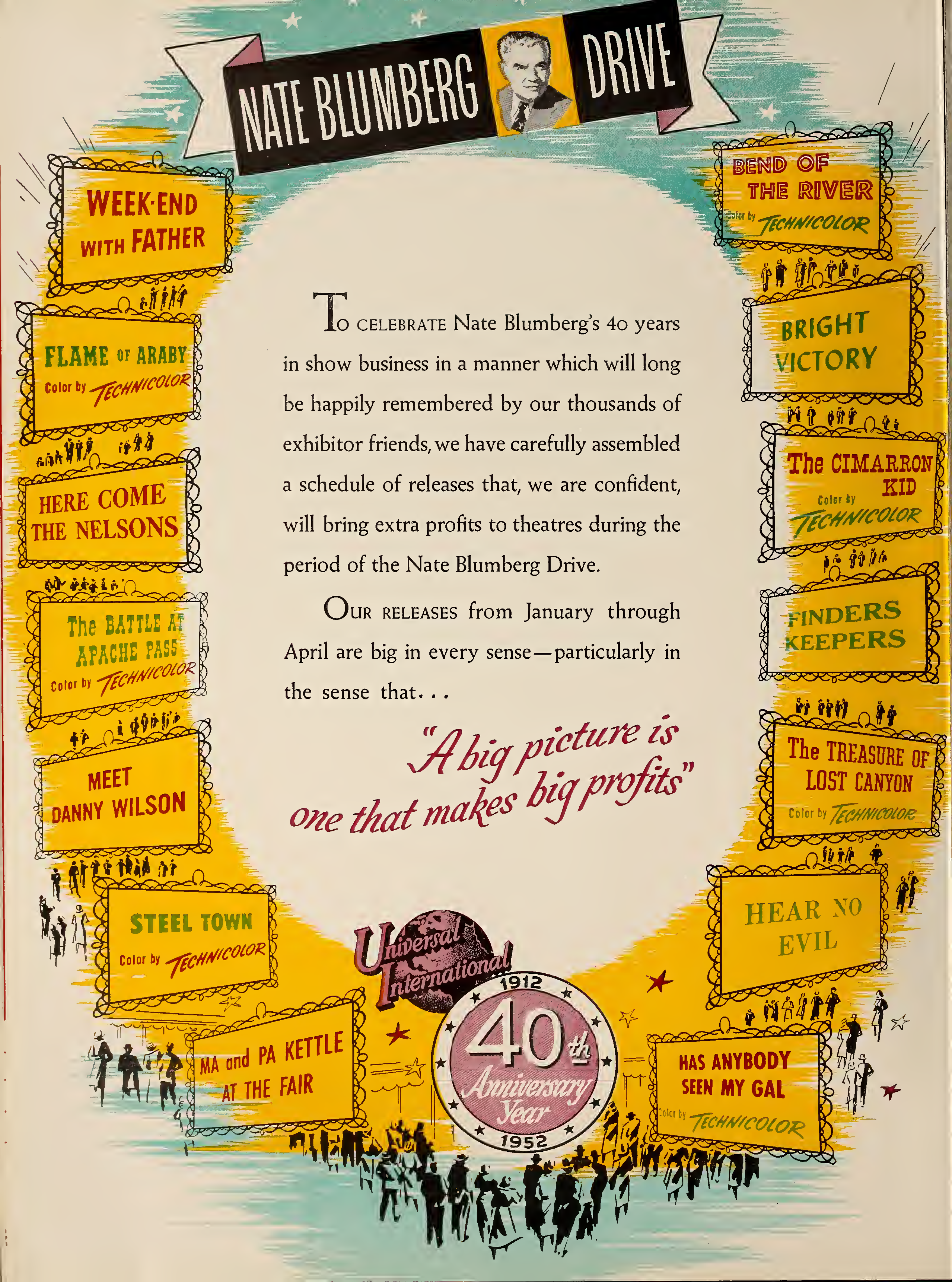


Celebrating

his 40 Years in Show Business



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STEEL TOWN
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MA and PA KETTLE AT THE FAIR

HAS ANYBODY SEEN MY GAL
Color by TECHNICOLOR

HEAR NO EVIL

The TREASURE OF LOST CANYON
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FINDERS KEEPERS

The CIMARRON KID
Color by TECHNICOLOR

BRIGHT VICTORY

BEND OF THE RIVER
Color by TECHNICOLOR

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1912
40th
Anniversary Year
1952

Columbia Pictures Pays Dividend In Form of Stock

Columbia Pictures has applied to the Securities and Exchange Commission for the registration of 17,611 additional shares of common stock, 16,395 of which are to go to stockholders in payment of a 2½ per cent stock dividend on the common.

The additional 1,216 shares will be issued upon the exercise of outstanding warrants and options, the company stated.

Under a loan agreement which the company has with four banks, Columbia agreed not to pay any dividends other than in its own stock, including split-ups, or make any disbursements other than in its own stock to its stockholders. Excepted are dividends on preferred stock which can be issued at a rate not exceeding $318,750 per annum from June, 1950.

Of the shares of common to be issued in payment of the dividend as of Dec. 28 last, 16,359 will be capitalized at a sum representing stated value which is higher than the average reasonable market value thereof over the period from Oct. 1, 1950, to Oct. 13, 1951 after giving effect to such dividend, according to the company. Also, the common capital stock account will be increased by the transfer from the earned surplus account of the sum of $262,071. The 36 shares representing the difference between the 16,395 dividend total and the number which will be so capitalized, will be added to the 1,477 shares now held by the company.

The 1,216 shares will be added to the present reserve of 48,675 shares of common against warrants and options held by company executives A. Montague, B. B. Kahane, Lester W. Roth, Irving Briskin, Gerald Rackett, A. Schneider and Joseph McConville.

Snaper Calls

(*Continued from page* 1)

no specific substitute formula, Snaper ventured this much: "Perhaps if distribution branches were given more freedom in dealing with their customers everyone would be happier."

Including his observations in a bulletin to the New Jersey organization's membership, Snaper held that "perhaps much of the bickering, friction and dog-eat-dog attitudes can be eliminated by a formula other than that used at the present time."

The distributor, he contended, "has gotten to the point where he believes the panacea for selling is just to allocate a picture percentage." He said that "certainly there must be some straightening out of this constant battle which takes up so many hours on both sides—hours that might be devoted to constructive work in building up our business."

Perhaps, Snaper continued, "there might be a different theory of sales or philosophy of buying than is presently being employed." In this connection he cited charges of "gouging" that have come form exhibitors and the filing of percentage actions by distributors.

John King Services

Hollywood, Jan. 3. — Services for John H. King, 77, who died yesterday in Encino will be held Saturday morning at Forest Lawn. The deceased, founded the Kunsky theatre circuit.

CHAOS IN CHICAGO

(Continued from page 1)

pictures in advance of public showing, this Chicago judge, caught in a maelstrom of legalistic tinkering with business operation, undertakes to render critical opinion, presupposing popular judgment. Making the process even more fantastic, he goes one absurd step farther and makes critical rulings without even seeing the pictures in question, basing his views on descriptions by lawyers to represent opposing litigants.

Under the system the entire pattern of distribution of films in the Chicago area has been affected. With the purpose of protecting subsequent accounts against arbitrary and unreasonable clearance requirements, regulations have been introduced which result in the swift burning up and wasting of millions of dollars worth of motion picture film. Pictures are hurried through the area, leaving no opportunity to build a reputation or to take advantage of word-of-mouth advertising without which no person or product can be a popular success. No one, including the Subsequent-Run theatres, is profiting.

An object of the interpretation which has been given to the Federal court decree, out of which this whole nightmare of confusion arises, was to curb the length of the Loop or Downtown engagements in First Run theatres operated by companies defendant in the original litigation. By far the majority of the Downtown theatres are operated by such defendant companies. Hence most of the film which reaches the Chicago market is subject to the orders of the Federal Court.

Under current practice the Federal judge may, if he elects so to do, allow a picture to play longer than the prescribed two-week limit. It is in such instances that the jurist lays aside his judicial ermine, becomes both a critic and a prophet, and decides how good or how bad the picture in question is and how long the public will be allowed to patronize it in a Downtown location. To qualify for extended playing time the picture in question must be judged as being "unique" in quality. Incidentally, one of the pictures turned down for extended playing time has just been selected by the New York Critics Circle, representing the chief reviewers of the Metropolitan press, as the best picture of the year. Another picture which the judge did not care for was a Negro story, yet this subject went on to an important national success.

The system of clearance which grew up through trial and error in Chicago over a period of many years undoubtedly did work certain injustices and was so judged in the Federal Courts. Many subsequent-run theatres claimed that pictures should be moved more rapidly into engagements in their houses. Many of these claims were doubtlessly sound. But no sensible and experienced person ever envisioned the wholesale upheaval that has taken place, out of which a great deal of harm has been done and very little good.

□ □ □

THE situation which now confronts the industry in this second most important trading area in the nation is of calamitous import. Exhibition and distribution face on one side the problems of reconstruction and readjustment, including television. On the other side there is judicial interference which over-rules commercial judgment and experience, rendering inoperative those factors of initiative and enterprise which have made American business great.

The result of all this is that the Chicago area, including all of its elements of First Run, Subsequent Run, and Distribution lags behind the rest of the nation in digging out of the complications which have beset the business during the post-war readjustment.

It is of course true that the defendant companies were held to have violated the anti-trust laws. It is likewise true that the laws impose penalties and punishments for violation. But it is inconceivable that legislative intent ever contemplated, in face of the evident complexities and difficulties inherent in leasing motion picture film, any such scheme of projecting into the indefinite future a set of regulations which in actual experience is having the effect of slowly but surely suffocating an important and legitimate segment of American business.

In another area of American jurisprudence there is present the Constitutional provision against "cruel and unusual" punishment. The existing situation in Chicago ought to be considered in the light of the principle of that provision because what is happening to the business in Chicago is nothing short of cruel and unusual punishment. *—Martin Quigley*

Distributors Hit Milwaukee Towne High Court Brief

Washington, Jan. 3.—The distributors involved in the Milwaukee Towne case today accused the exhibitor and his attorney, Thomas Mc Connell, of "sophistry and deceit."

The distributors filed with the U. S. Supreme Court an answer to a statement recently filed by Milwaukee Towne, opposing the distributors' request to cut the damages awarded by the U. S. Circuit Court.

In the brief today, the distributors argued that it does not matter whether the conspiracy went on if it ceased to have any impact on Milwaukee Towne's business. It argued that there was no evidence of this in the post-damage period, and that Milwaukee Towne had an adequate supply of films during that period. It said the company's usual profits at a time when business was not affected was a better gauge of damages form the conspiracy than "opinion testimony" and "speculation."

The high court is likely to act on the Milwaukee Towne appeal at a decision session next Monday.

Jersey Theatremen Chart Bingo Fight

The New Jersey Federation of Theatre Owners, organization of the state's various exhibitor associations, will be prepared to combat a bill providing a referendum on legalizing bingo games for religious and welfare benefits which will be introduced in the New Jersey legislature this month by Senator-elect Malcom Forbes, Somerset Republican, a Federation spokesman said here.

Long A Political Issue

Long a political issue in the state, legalizing bingo has met year after year with sucessful opposition by the united New Jersey exhibitors. Several bills have died with the end of legislative sessions.

The state constitutional convention of 1947 adopted a resolution suggesting a referendum. Democrats have termed this action a mandate, but Republican legislative majority leaders have been reluctant to hold the poll.

Forbes, announcing the bill in Trenton, said he believed even those opposed to legalizing the game recognized the justice of submitting the question to referendum.

Services Today for William Freedman

William Freedman, 54, purchasing agent of 20th Century-Fox, died suddenly yesterday in his 54th year.

Freedman first joined the company in Dec., 1915 in the poster department of the New York exchange. He was transferred to the purchasing department in 1919, becoming head of the department in April, 1932.

Funeral services will be held today at the Riverside Chapel, at 2:00 P. M. Burial will be at Mount Hebron Cemetery, Queens.

Surviving are the widow, Mrs. Hattie Freedman, two daughters, Mrs. Dorothy Brown and Mrs. Maxine Rubin, two grandchildren, and three sisters.

UA in Black

(Continued from page 1)

time, it is expected, details of UA's 1951 operations qualifying his group to acquire ownership of the 50 per cent stock interest will be disclosed.

There are 16,000 shares of U.A. stock outstanding, 8,000 shares of which are equally divided between Mary Pickford and Charles Chaplin. Under their agreement with the Krim-Benjamin-Fox group, another 8,000 shares were placed in escrow last February, ownership of which could be acquired by the management group by achieving profitable operations for U.A. in any one of the three calendar years from 1951 through 1953. They were assured management control for the three-year period, which would be extended for another seven-year period on achieving the first year of profitable operations.

An additional 4,000-share block of U.A. stock is authorized and held in the company treasury. Recent trade reports have been that Louis B. Mayer might acquire the block as part of a deal by which his future productions would be released through U.A.

Trade observers regard the Krim-Benjamin-Fox achievement in restoring U.A. to the black in less than a year's time as little short of a miracle in view of the company's desperate financial and product condition when they took over last February, and in the face of the unsettled industry conditions which prevailed last year.

U. S. to Quiz Krim, Nizer in UA Suit

Department of Justice interrogatories propounded to United Artists, the New York law firm of Phillips, Nizer, Benjamin & Krim, and Paramount Film Distributing Corp., in connection with the government's action to require UA to offer for sale the assets acquired from Eagle Lion Classics, are due to be answered by executives of those firms at a hearing here before Henry Danziger, New York notary public.

The government's show cause order included the allegation that the presence of Robert S. Benjamin in United Artists and Universal tends to reduce competition between the two companies.

At the hearing, a date for which has not yet been set, Arthur Krim, UA president, will be called upon to describe in detail the assets acquired last year form ELC, name UA's policy-making heads since March, 1951, and describe the Krim-Benjamin relationship in UA.

Louis Nizer or any other member of the New York law firm will be required to describe the activities of the firm from 1941 to the present and state the extent to which members of the company engage in the affairs of film companies.

Austin C. Keough, Paramount general counsel, will be asked to answer questions relating to Phillip's employment by Paramount.

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Grainger Out of Shea Chain

(Continued from page 1)

to arbitrate their differences as provided in Grainger's contract. Arthur Mayer, executive director of the Council of Motion Picture Organizations, was named as an arbitrator by Grainger.

The motion was filed Dec. 17, giving Shea 10 days notice to proceed with arbitration in lieu of a court hearing set for Jan. 10.

Meanwhile, Dorothy Shea, wife of Gerald Shea and daughter of the late M. A. Shea, founder of the Eastern circuit, filed a petition in Bronx Surrogate's court asking an accounting of the administration of the Maurice A. Shea Trust, naming Grainger and Edward C. Raftery of the law firm of O'Brien, Driscoll & Raftery, as sole surviving executors and, with Thomas E. Shea, as trustees of the estate.

The action alleges that the executors and trustees have not filed or settled their account of proceedings except for an "alleged intermediate accounting" covering the period from Oct. 29, 1940, to Aug. 31, 1948, and a supplemental report covering the period from Aug. 31, 1948, to Sept. 19, 1949.

Under M. A. Shea's will the trust was supposed to terminate on Oct. 19, 1950, 10 years after his death, at which time the beneficiaries were to receive the principal of the trust and the remainder of the estate and became entitled to a "full, complete and detailed account" of the executors and trustees, the Dorothy Shea petition asserts.

The petition estimates the value of the estate at approximately $3,000,000. It was filed Dec. 22 and a hearing has been set for Jan. 9.

Reached by telephone yesterday at the office of his attorneys' Dillon & O'Brien, Grainger said he was served in the action "on the eve of Christmas Eve." He added that he and his wife went to Atlantic City for the four-day New Year's weekend and that on his return here he received a notice in the mail from Shea Enterprises informing him that his services were no longer required. He said he subsequently was refused access to his office.

Grainger said the differences arose during discussions over renewal of his 10-year contract with Shea Enterprises which expired in 1951 and was extended to 1956. Differences concerned the duration of the new contract, participation in profits under it and sums alleged to be owed to Grainger under the expired contract. He said the contract provided for arbitration of disputes of the kind and it was his intention to submit them to arbitration.

Grainger's attorney, commenting on the Shea action for an accounting by the executors, said that gross assets had increased about 400 per cent, net worth about 250 per cent and cash by over 800 per cent from the time Grainger resigned as Eastern division sales manager for 20th Century-Fox in 1936 to become general manager of Shea Enterprises to Dec. 31, 1950.

Grainger was elected president of Shea Enterprises in 1949. Last fall Gerald Shea was elected president and Grainger was again named general manager.

Gerald Shea could not be reached for comment yesterday and efforts to reach Raftery for comment were unsuccessful also.

Top Salaries

(Continued from page 1)

received the highest remuneration paid by the companies.

All directors and officers of Loew's M-G-M as a group received fees, salaries and commissions totaling $2,007,369 and bonuses and shares in profits totaling $393,333.

The Warner directors and officers received remuneration totaling $1,232,070.

Annual retirement benefits payable to Mayer beginning March 1, 1954, will be $36,142, subject to reduction if he exercises an option to receive annual payments sooner. His remuneration last year included $156,428 in fees, salary and commissions, and $143,571 in bonuses and shares in profits.

Schenck, Rubin, Mannix Listed

Nicholas M. Schenck, Loew's M-G-M president, received during the last fiscal year $130,357 in fees, salary and commissions, and $94,410 as bonuses and shares in profits. Other Loew's officers whose remuneration was similarly divided were J. Robert Rubin, vice-president and counsel, who received $104,285, plus $76,611, and Edgar J. Mannix, vice-president, who received $159,035, plus $43,571.

Salaries paid to other Loew's vice-presidents were: William F. Rodgers, $114,714; Charles C. Moskowitz, $156,428; Joseph R. Vogel, $156,428, and Leopold Friedman, $130,357. Eugene W. Leake, director and chairman of the company's audit and finance committee and employes' retirement plan committee, received $25,100.

Salaries paid to other Warner officers were: Jack L. Warner, vice-president, $185,550; Harry M. Kalmine, vice-president, $130,000; Albert Warner, vice-president and treasurer; $105,050; Samuel Carlisle, controller and assistant treasurer, $51,070; Stanleigh P. Friedman, vice-president, $66,150; Robert W. Perkins, vice-president, secretary and general counsel, $105,150; Samuel Schneider, vice-president, $105,150.

Holding Corp. Challenges Mayer's, Rubin's Bonus and Profit Rights

Loew's, Inc., Louis B. Mayer, J. Robert Rubin and other officers and directors of the company have been named defendants in a suit challenging the legality of the bonus and profit-sharing provisions in the employment contracts which have been held by Mayer and Rubin. The suit was filed yesterday in U. S. District Court here by Geramy Holding Corp. "on behalf of itself and other holders of common stock" in Loew's.

The plaintiff charges that the "residual rights" in the employment contracts violate the Securities and Exchange Act of 1934.

Wald-Krasna

(Continued from page 1)

Productions will continue under the RKO banner.

The first year's option expired at midnight last Monday and the negotiators have been in constant session since. The option permits either side to cancel but the expectation is that agreement will be reached on its extension for another year.

Slate TV for 20 More WB Houses

An additional 20 large-screen television systems have been ordered by Warner Brothers for its theatres, Harry M. Warner, president, revealed here yesterday in his annual report to stockholders.

Seven of these, it was added, are currently being installed in Warner theatres. At present, Warner theatres in New York, Philadelphia, Washington and Milwaukee have TV installations.

WB Report

(Continued from page 1)

mon stock, the report said that consideration is being given to the appropriation of approximately $15,000,000 to be used for the purchase by the company of approximately 1,000,000 shares pursuant to invitations to tender stock to be mailed to stockholders shortly after the annual meeting, set for Feb. 19.

To take advantage of new developments, the report said that the board is convinced that a new plan of reorganization will be necessary, other than that approved Feb. 20, 1951, effecting the divorcement of the company by April 4, 1953. The new developments were listed as necessities to negotiate changes in the bank commitments and the Revenue Act of 1951 relating to tax-free reorganizations.

Still Show Decline

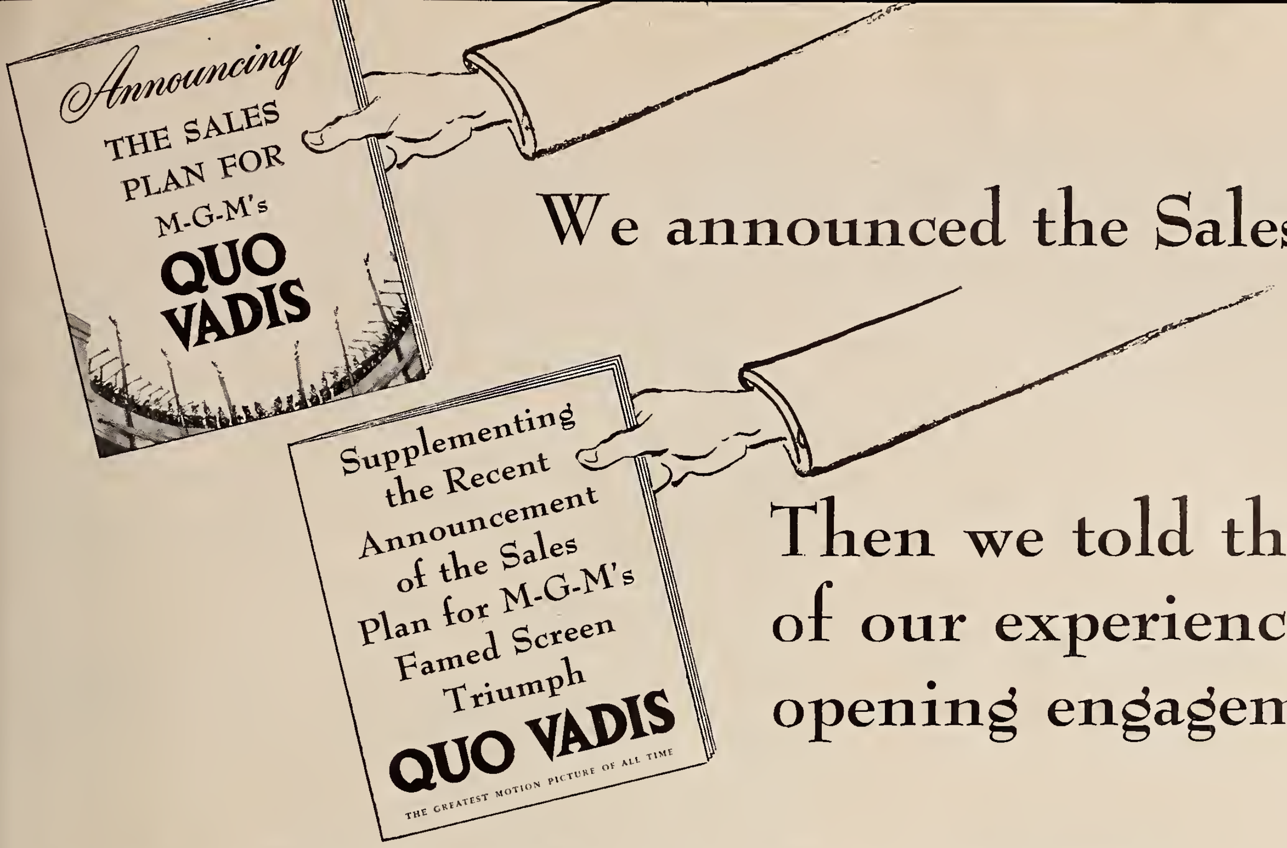
Under the heading of current operations, the report said that box-office receipts of Warner Theatres since Aug. 31 still show a decline as compared with the receipts of the same theatres for the same period in 1950. It was added, however, that the percentage of decline is smaller than that of 1950.

The report estimated that the operating profit for the quarter ending Dec. 1, 1951 will be slightly larger than the corresponding profit of $3,846,000 earned for the same quarter in 1950. It was noted that film rentals, both domestic and foreign, are greater than in 1950.

As reported Wednesday in *Motion Picture Daily,* the net profit for the year was off $844,000 compared to 1950. With 5,619,785 shares outstanding as of August, the net profit per share was $1.67, as compared to $1.46 per share in 1950 with 6,997,300 shares outstanding.

Mention was made in the report of the six-month extension granted to the company for the disposition of the remaining theatres which were to be divested during the first year. Eleven of the required 27, the report noted, have been sold or contracted for sale and the lease on one has expired. Five theatres affected by contingencies in the decree have been disposed of and only one theatre is presently affected by those contingencies, it was added.

The sale of the 43 properties at $7,106,000, the report stated, represented a net profit of $2,208,000 before provision for Federal income tax. Of this profit, $1,079 was included in the operations for the fiscal year ending Aug. 31.


Announcing
THE SALES PLAN FOR M-G-M's
QUO VADIS
Supplementing the Recent Announcement of the Sales Plan for M-G-M's Famed Screen Triumph
QUO VADIS
THE GREATEST MOTION PICTURE OF ALL TIME

We announced the Sales Plan.

Then we told the industry of our experience in the opening engagements.

MORE FIGURES THAT PROVE "QUO VADIS" IS THE BOX-OFFICE GIANT OF ALL TIME!

"Q.V." grosses, first week, in all of the new engagements compared to "GWTW" in the same cities and the same theatres. All of the grosses below are exclusive of admission tax.

"QUO VADIS"		"GWTW"
BOSTON *(2 Theatres)* . . .	$80,449	$63,322
INDIANAPOLIS	$30,023	$33,165
KANSAS CITY	$36,085	$37,646
NEW ORLEANS . . .	$37,113	$35,279
NORFOLK	$30,098	$25,004
WASHINGTON	$52,303	$34,752
BUFFALO	$47,063	$40,196

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Nov. 25				THE LONGHORN Wild Bill Elliott O—70 min. (5223) (Rev. 10/9/51)					(Renown) A CHRISTMAS CAROL Alastair Sim D—86 min. (Rev. 11/1/51)		
Dec. 2	(Dec. Releases) TEN TALL MEN (Color) Burt Lancaster D—97 min. (Rev. 10/25/51)	THE GREAT ADVENTURE Dannis Price Jack Hawkins D—75 min. (5021)	THE LIGHT TOUCH Stewart Granger Pier Angeli D—110 min. (Rev. 11/7/51)	TEXAS LAWMEN Johnny Mack Brown O-54 min. (5146)		THE WILD BLUE YONDER Wendell Corey Vera Ralston D—98 min. (Rev. 11/30/51)		(Dec. Releases) THE GIRL ON THE BRIDGE Hugo Haas Beverly Michaels D—77 min. (Rev. 12/10/51)	(Philip A. Waxman) THE BIG NIGHT John Barrymore, Jr. D—75 min. (Rev. 11/9/51)	(Dec. Releases)	STARLIFT Doris Day Gordon MacRae MC—103 min. (109) (Rev. 11/1/51)
Dec. 9	THE FAMILY SECRET John Derek Lee J. Cobb D—85 min. (Rev. 10/19/51) MAN IN THE SADDLE (Color) Randolph Scott Joan Leslie O—87 min. (Rev. 11/15/51)		CALLING BULLDOG DRUMMOND Walter Pidgeon D—80 min. (Rev. 10/19/51)	NORTHWEST TERRITORY Kirby Grant Chinook D—61 min. (5124)	(Dec. Releases) SILVER CITY (Color) Yvonne De Carlo Edmond O'Brien O—90 min. (5112) (Rev. 10/2/51)	PALS OF THE GOLDEN WEST Roy Rogers Dale Evans O	(Dec. Releases) DOUBLE DYNAMITE Groucho Marx Jane Russell C—80 min. (214) (Rev. 11/9/51)	FIXED BAYONETS Richard Basehart Michael O'Shea D—92 min. (Rev. 11/21/51)		THE STRANGE DOOR Charles Laughton Boris Karloff D—81 min. (204) (Rev. 11/19/51) WEEK-END WITH FATHER Van Heflin Patricia Neal C—83 min. (206) (Rev. 11/23/51)	
Dec. 16	PURPLE HEART DIARY Frances Langford Judd Holdren MD—73 min. (Rev. 11/19/51)	TALES OF ROBIN HOOD Robert Clarka Mary Hatcher D—59 min. (5008)			MY FAVORITE SPY Bob Hope Hedy Lamarr C—93 min. (5110) (Rev. 10/5/51)	STORMBOUND Constance Dowling Andrea Checchi D—60 min. (5402)	OVERLAND TELEGRAPH Tim Holt O—60 min. (216) (Rev. 12/10/51)	ELOPEMENT Clifton Webb Anne Francis C—82 min. (Rev. 11/9/51) I'LL NEVER FORGET YOU (Color) Tyrone Power Ann Blyth D—90 min. (Rev. 12/7/51)			(Re-release) CAPTAIN BLOOD Errol Flynn Olivia de Havilland D—98 min. (110) (Rev. 12/19/35)
Dec. 23	PECOS RIVER Charles Starrett Smiley Burnette O—55 min. (Rev. 11/30/51)		CALLAWAY WENT THATAWAY Howard Keel Dorothy McGuire CD—81 min. (Rev. 11/15/51)								
Dec. 30			IT'S A BIG COUNTRY Ethel Barrymora Van Johnson D—89 min. (Rav. 11/20/51)	STAGE TO BLUE RIVER Whip Wilson O—56 min. (5156)					(Ross-Stillman) THE LADY SAYS NO David Niven Joan Caulfield C—80 min. (Rev. 11/23/51)	(Jan. Releases) FLAME OF ARABY (Color) Maureen O'Hara Jeff Chandler D—77½ min. (207) (Rev. 11/26/51)	DISTANT DRUMS (Color) Gary Cooper OD—101 min. (111) (Rev. 11/29/51)
Jan. 6	(Jan. Releases) BOOTS MALONE William Holden Johnny Stewart D—103 min. (Rev. 12/28/51)	FOR MEN ONLY Paul Henreid Margaret Field D—96 min. (5102)	WESTWARD THE WOMEN Robert Taylor Denise Darcel O—118 min. (Rev. 11/19/51)	THE STEEL FIST Roddy McDowall Kristine Miller D—73 min. (5217)				(Jan. Releases) THE MODEL AND THE MARRIAGE BROKER Jeanne Crain Scott Brady CD—103 min. (Rev. 11/27/51)	(Justman) CHICAGO CALLING Dan Duryea Mary Anderson D—74 min. (Rev. 12/10/51)	BRIGHT VICTORY Arthur Kennedy Peggy Dow D—97 min. (208) (Rev. 7/20/51)	
Jan. 13	INDIAN UPRISING (Color) George Montgomery O—75 min. (Rev. 1/3/52)	MAN BAIT George Brent Marguerita Chapman D (5103)	PANDORA AND THE FLYING DUTCHMAN (Color) James Mason Ava Gardner D—123 min. (Rev. 10/11/51)	TEXAS CITY Johnny Mack Brown O (5241)	(Jan. Release) HONG KONG (Color) Ronald Reagan Rhonda Fleming D—91 min. (5109) (Rev. 11/15/51)	WOMAN IN THE DARK Penny Edwards Ross Elliott D	(Jan. Releases) ON DANGEROUS GROUND Ida Lupino D—62 min. (215) (Rev. 11/30/51) (Goldwyn) I WANT YOU Dana Andrews Dorothy McGuire D—102 min. (251) (Rev. 11/1/51)	DECISION BEFORE DAWN Richard Basehart Gary Merrill D—119 min. (Rev. 12/19/51)	(Dougfair Prods.) ANOTHER MAN'S POISON Bette Davis Gary Merrill D—89 min. Rev. 12/27/51)	FINDERS KEEPERS Tom Ewell Julia Adams C—74 min. (211) (Rev. 12/14/51)	I'LL SEE YOU IN MY DREAMS Doris Day Danny Thomas MD—110 min. (112) (Rev. 12/6/51)
Jan. 20	STORM OVER TIBET Diana Douglas Rex Reason D—87 min. (Rev. 12/26/51) THE OLD WEST Gene Autry O			ALADDIN AND HIS LAMP (Color) Patricia Medina John Sands D—66½ min. (5299)		CAPTIVE OF BILLY THE KID Alan "Rocky" Lane O	TEMBO (Color). Howard Hill (Semi-Documentary) 80 min. (Rev. 12/18/51)	(Bernhard Prods.) JAPANESE WAR BRIDE Shirley Yamaguchi D—91 min.		THE CIMARRON KID (Color) Audie Murphy Beverly Tyler O—84 min. (213) (Rev. 12/14/51)	
Jan. 27	SMOKY CANYON Charles Starrett Smiley Burnette O		THE SELLOUT Walter Pidgeon John Hodiak D—83 min. (Rev. 12/17/51)		(Feb. Releases) SAILOR BEWARE Dean Martin Jerry Lewis C—104 min. (5114) (Rev. 11/29/51)	LADY POSSESSED James Mason Juna Havoc D		(Feb. Releases) DAVID AND BATHSHEBA (Color) Gregory Peck Susan Hayward D—116 min. (Rev. 8/15/51) PHONE CALL FROM A STRANGER Bette Davis Shelley Winters D—96 min.	(Feb. Releases) BEND OF THE RIVER (Color) James Stewart Arthur Kennedy OD MEET DANNY WILSON Frank Sinatra Shelley Winters CM—88 min.	(Feb. Releases) BEND OF THE RIVER (Color) James Stewart Arthur Kennedy OD MEET DANNY WILSON Frank Sinatra Shelley Winters CM—88 min.	ROOM FOR ONE MORE Cary Grant Betsy Drake CD-98 min. (113)
Feb. 3	(Feb. Releases) DEATH OF A SALESMAN Fredric March D—111 min. (Rev. 12/10/51) THE HAREM GIRL Joan Davis C		INVITATION Dorothy McGuire Louis Calhern D	NIGHT RAIDERS Whip Wilson O (5251)	FLAMING FEATHER (Color) Sterling Hayden Barbara Rush O—77 min. (5118) (Rev. 12/14/51)			RED SKIES OF MONTANA (Color) Richard Widmark Constance Smith O	HERE COME THE NELSONS Ozzie & Harriet Nelson CD	HERE COME THE NELSONS Ozzie & Harriet Nelson CD	

(Dates Are Based on National Release Schedules and Are Subject to Chango. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night . . . go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with exchange and theater in helping solve problems of projection—help check film and equipment . . . make light measurements, determine proper levels . . . all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry from all members of the industry. Address:

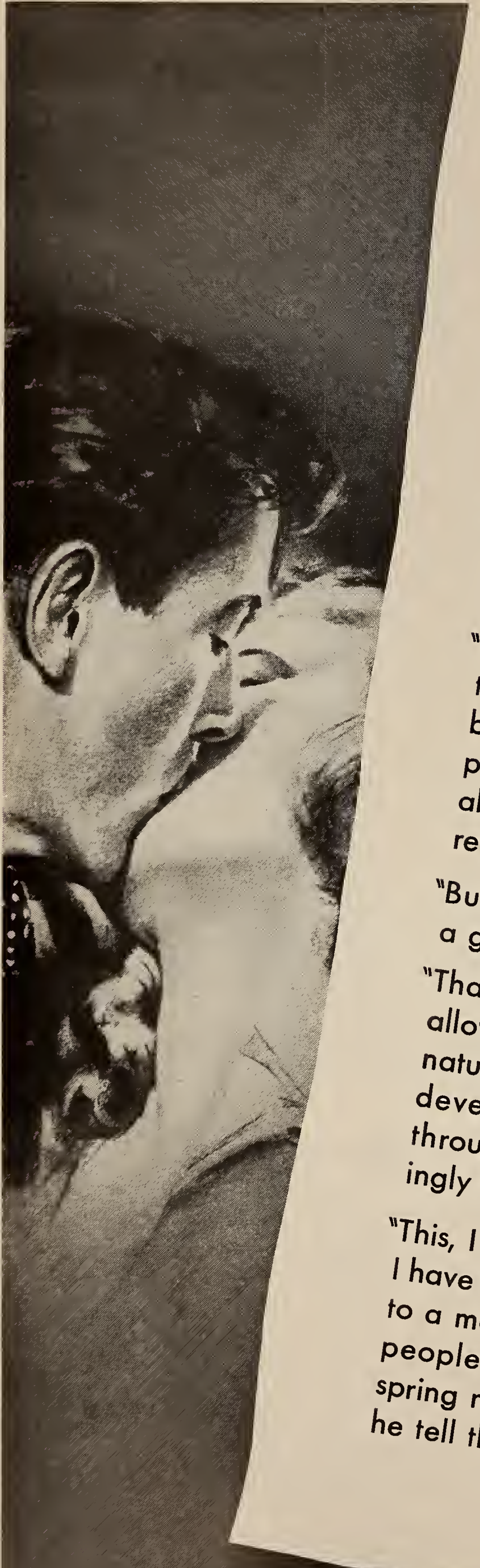
Motion Picture Film Department

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California



"THIS IS THE SECOND TIME IN 25 YEARS THAT I HAVE FELT THE URGE TO DEVOTE OUR EDITORIAL COLUMN TO A MOTION PICTURE..."

—*MANCHESTER BODDY*

"Before too long, I hope, everyone will have an opportunity to see "I Want You"—a new screenplay produced by Samuel Goldwyn.

"If it were just another production, factory-made to meet the urgent requirements of the box office by catering to the passing fancy of motion picture patrons, I would leave the business of writing about it in the capable hands of the professional reviewers and critics.

"But it is a great deal more than that. It is truly a great drama...

"Thank Heaven, producer Samuel Goldwyn has allowed the situation in "I Want You" to develop as naturally and therefor as honestly as it is being developed in actual life in countless homes throughout the country every day. It is refreshingly free of propaganda and preachments.

"This, I think, is the second time in 25 years that I have felt the urge to devote our editorial column to a motion picture. But after all, when so many people are thirsty, and one discovers a clear spring right in his own yard so to say—shouldn't he tell them about it?"

—From an editorial in the Los Angeles Daily News

Distributed by RKO Radio Pictures, Inc.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 4 NEW YORK, U. S. A., MONDAY, JANUARY 7, 1952 TEN CENTS

Merchandising Clinic Sparks 20th-Fox Meet

To Explore Full Range Of Selling Methods

The full range of distribution techniques in selling pictures to the public will be explored at a 20th Century-Fox merchandising clinic, one of the highlights of the annual 20th-Fox sales convention, which will open today at the home office.

During the five-day meeting a range of subjects based on the knowledge and experience of the attending executives and field men, will be given full and detailed discussion in order to implement plans and policies for what the company says it considers "the most outstanding line-up of product ever offered" by 20th.

The meeting will be presided over by Al Lichtman, director of distribution, who will be aided throughout the round-table discussions by W. C.

(*Continued on page 6*)

E. Allied Will Meet On Trade Practices

PHILADELPHIA, Jan. 6.—Allied of Eastern Pennsylvania has invited all independent exhibitors of this territory to attend a mass meeting on Wednesday at the Broadwood Hotel here to hear "a full and complete report of conferences held" by Sidney Samuelson, organization president, "with representatives of all major film companies on the problem of double features

(*Continued on page 7*)

Industry Leaders at 'Jimmy Fund' Dinner

BOSTON, Jan. 6.—The Variety Club of New England, tent No. 23, has announced that high government officials as well as nationally-known figures of the industry, will attend the citation banquet tomorrow evening at the Hotel Statler in conjunction with the official opening of the "Jimmy Fund" Cancer Building.

Among them will be Secretary of

(*Continued on page 6*)

Adolph Zukor, 79 Today Sees Good Year for Films

Adolph Zukor, who celebrates his 79th birthday today, believes 1952 will mark the beginning of a "settling down" of the business. Interviewed at the weekend at his office here, the Paramount Pictures board chairman explained this definition as meaning that there will be steady continuance of the boxoffice improvement manifest during the past six months.

Adolph Zukor

"The people in Hollywood," observed this industry pioneer for whom his birthday will be just another work day at his office in the Paramount Building, "are concentrating on making pictures that are of 'must' caliber." Developments in 1951 actually served as proof of the accuracy of Zukor's prediction of one year ago that better pictures and better business were in the offing.

Zukor does not look for "abnormal prosperity" for the industry in 1952. He sees no reason why the box-office

(*Continued on page 6*)

Wolf to 6 Variety Events This Month

Marc J. Wolf, chief barker of Variety Clubs International, is down for six functions for January at which he will officiate. They are:

Jan. 5, Installation of officers of the Chicago Variety Club, to be held in the Congress Hotel; Jan. 7, Dedication ceremonies of the Variety Children's Cancer Research Clinic, Boston; Jan. 11, Chick Lewis testimonial dinner, Hotel Astor, New York; Jan. 14, Installation of officers and crew of the Indianapolis Tent; Jan. 19, Installation of officers and crew of the Buffalo Tent; Jan. 20, Speaking at the annual banquet of the Pittsburgh Tent.

Rose Bowl Telecast Leaves Authorization in Question

The question of authorization to theatre telecast the Rose Bowl game was left begging at the weekend in the wake of the theatre telecast New Year's Day by Sherrill Corwin's Orpheum in Los Angeles, the only theatre in the nation to carry the event.

Queries directed at NBC-TV, which had exclusive TV rights to the game and the Tournament of Roses, and to Theatre Network Television, which booked the event for theatres in cooperation with the network, failed to clear up the matter.

According to Coast reports, Corwin went ahead with the scheduled telecast despite the objections of Pacific Coast Conference football commissioner Victor Schmidt and Lathrop Lcishman, chairman of the football committee, who voted against lifting the ban on theatre TV reported to be included in the contract with NBC-TV. The game and the Tournament

(*Continued on page 7*)

Policy of No MGM Films to TV Holds

Metro-Goldwyn-Mayer at the weekend reaffirmed its policy of not selling M-G-M pictures to home television.

Queried on the recent call of Jack Kirsch, president of Illinois Allied, to all major companies to make public their stand on the sale of films to TV, a spokesman for M-G-M said that he saw no immediate prospect of any change in the company's policy of

(*Continued on page 7*)

$150,000 for Star Tours From M.P.A.A.

COMPO Ad Plans Acted On Also By Distributors

The Motion Picture Association of America board on Friday voted to make available $150,000 to finance a new series of star tours which will get underway in the spring in conjunction with the Council of Motion Picture Organizations' continuing "Movietime U.S.A." campaign.

The action was taken at an MPAA board meeting attended by Arthur L. Mayer, COMPO executive vice-president, who received from those present a friendly warning that he will not be "permitted" to leave his post for at least another year. Mayer has repeatedly indicated that he would prefer not to be reelected by the COMPO exec-

(*Continued on page 6*)

No Successor to Grainger at Shea

There will be no changes in Shea Enterprises' executive management in consequence of the departure of E. C. Grainger, former general manager, Gerald Shea, president, said on Friday.

Shea confirmed that Grainger's services had been regretfully "discontinued, effective Jan. 1," and declined to comment further. In reply to a question, he said that he would take

(*Continued on page 6*)

Hughes Appeal to High Court Today

WASHINGTON, Jan. 6.—The U. S. Supreme Court tomorrow is scheduled to hear arguments on the Howard Hughes appeal, but a decision will probably not be handed down for many weeks.

Hughes is appealing an order of the New York Statutory Court that he sell his RKO Theatres stock by Feb. 20, 1953 or watch the trustee sell it for him within two succeeding

(*Continued on page 6*)

1952 will be the year of this industry's greatest grosses WITH CECIL B. DEMILLE'S THE GREATEST SHOW ON EARTH Color by TECHNICOLOR A Paramount Picture

Screen Ads on the Rise, Mack Reports

Chicago, Jan. 6.—If present indications continue, 1952 will see screen advertising in the greatest number of theatres ever, reports Irving Mack of Filmack Trailers. The most prevalent trend in screen advertising noted by Mack is the movement on the part of many exhibitors to solicit their own screen advertising among local stores and business firms.

"Commercial screen advertising, a lucrative source of revenue, particularly throughout the Southern states for years, is now firmly established on a national and local basis," said a Filmack statement.

Cole, Trumbo Win M-G-M Settlements

M-G-M has settled out-of-court the suits of writers Lester Cole and Dalton Trumbo which sought $350,000 in wages under contracts which were cancelled by the company in consequence of the Nov. 25, 1947, declaration by the Association of Motion Picture Producers that the so-called "unfriendly 10" writers and directors who had been cited for contempt by the House of Representatives were to be discharged without compensation.

The suits, dismissed in U. S. District Court in Los Angeles, are similar to pending suits of Ring Lardner, Jr., writer, against 20th Century-Fox, and of Adrian Scott, a producer-director, against RKO Pictures for unpaid wages aggregating about $176,000. The amount of the settlements by M-G-M were undisclosed. Additional settlements are expected to be made before a scheduled Feb. 4 hearing date on some of the suits.

No Comment Here

Attempts to obtain comment on the settlements from M-G-M here and from Eric A. Johnston, president of the Motion Picture Association of America, were unsuccessful at the weekend. The AMPP statement in 1947 was issued by Johnston. It read, in part: "We will forthwith discharge or suspend without compensation those in our employ, and we will not reemploy any of the 10 until such time as he is acquitted or has purged himself of contempt and declares under oath that he is not a Communist."

Some trade circles here have interpreted the settlement of the Cole and Trumbo suits as a retreat from the original AMPP stand, at least in principle.

Report Majors Financing Pool to Settle 'Unfriendly Ten' Suits

HOLLYWOOD, Jan. 6.—In the wake of the disclosure that Lester Cole and Dalton Trumbo had withdrawn their suits against M-G-M for salary they would have earned under employment contracts existing at the time of their dismissal in 1948, following refusal to answer the House Un-American committee's questions, late afternoon newspapers today reported the Cole and Trumbo settlements were the first in a series covering suits on file by other members of the "Unfriendly Ten," and that four major studios had contributed varying amounts to a general $107,000 pool for the purpose of financing the settlements.

Officials of the studios named (M-G-M, Warner Brothers, Universal-International and Columbia), Association of Motion Picture Producers and "Unfriendly Ten" attorney Robert Kenny, withheld comment on the published stories.

Personal Mention

SILAS F. SEADLER, M-G-M advertising manager, will leave here for the Coast Friday.

•

MEL EVERITT of Columbia's Charlotte office, has been transferred to the Atlanta branch, while BILL BAYNARD goes to the Charlotte branch.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject and newsreel sales, will leave here today on a visit to Eastern branches.

•

MAURICE N. WOLF, field assistant to H. M. RICHEY, exhibitor relations head, left here for Boston over the weekend.

•

JACK SHIELDS of the Capitol Theatre, Ansonia, Conn., is recuperating from auto accident injuries.

•

Y. FRANK FREEMAN, Paramount vice-president and studio head, will arrive here from Hollywood Thursday for conferences with home office executives.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, left Hollywood yesterday to confer with exchange managers at Western and Mid-West branches.

•

JOSEPH A. WALSH, head of branch operations for Paramount, left Los Angeles over the weekend for Seattle. He will leave there on Wednesday for Portland, Ore.

•

JAMES REYNARD has been named manager of Shea's Teck Theatre in Buffalo.

Watertown Meet Is Now Set for Jan. 14

ALBANY, N. Y., Jan. 6.—The postponed reorganization luncheon-meeting of the Albany Theatre Owners of America for the Northern district will be held at the Woodruff Hotel in Watertown, Jan. 14, with Gael Sullivan, executive director of the national TOA, as principal speaker, it was disclosed here at the weekend. Sullivan was scheduled to address a meeting there Dec. 18, which had to be cancelled because of a 24-inch snowstorm.

Several of the temporary directors, including Harry Lamont and Jules Perlmutter, and executive director-counsel Lewis A. Sumberg, will accompany Sullivan to Watertown. Don Gilson, Canton-Massena-Alexandria Bay exhibitor, will preside. A recording of the talk which S. H. Fabian, chairman of the executive committee of TOA, delivered on arbitration and industry problems at the Albany meeting last month is to be played back.

Several Circuits in 'Poison' Bookings

Several major circuits in the county have joined the mid-January cross-country saturation premiere for "Another Man's Poison," the Bette Davis-Gary Merrill feature, William J. Heineman, United Artists distribution vice president, has announced.

Included are Warner's, United Paramount, Fox West Coast, Fox Midwest, Loew's, RKO, Famous Players, Kerasote's, Westland, Fabian, Cumerford, Wometco, and others.

All 205 MOT Films To Embassy Houses

Norman Elson, president of Guild Enterprises, Inc., owners of the Embassy newsreel theatres, has completed a deal with Phil Williams, theatrical sales manager of the March of Time, for the entire 205 issues of the March of Time's "History-in-the-Making Series." The original Embassy-MOT deal, announced on Oct. 17, called for the first 75 issues.

The new deal means that the Embassy theatres will be playing the MOT films on a twice-a-week change for over two years.

U-I's 'Bend' Premiere In Oregon Jan. 23

Universal-International's "Bend of the River," with color by Technicolor, starring James Stewart, Arthur Kennedy, Julia Adams and Rock Hudson, will have its world premiere at the Broadway Theatre in Portland, Ore. on Wednesday, Jan. 23, climaxing a three-day celebration marking the opening of Oregon's "Covered Wagon Centennial."

The premiere, at which Governor Douglas McKay of Oregon will be host, will launch more than 100 pre-release dates in the territories of Portland, Seattle, San Francisco and Salt Lake City.

Senator Kefauver At JDA Meet

U. S. Senator Estes Kefauver will be the principal speaker, and Richard Rodgers and Oscar Hammerstein II will be guests of honor at a B'nai B'rith Cinema Lodge meeting on behalf of the Joint Defense Appeal on Thursday, Jan. 10, in the Hotel Plaza, it was announced by Harry Brandt, chairman of the event, and Kitty Carlisle, co-chairman. Also a group of outstanding personalities including Robert Vogeler; Dr. William Jansen, Superintendent of New York City Schools; Ezio Pinza; Monte Irvin of the New York Giants, sportscaster Mel Allen and radio commentator Ben Grauer, will participate in the dramatic presentation, "Our Children's Tomorrow."

Newsreel Parade

THE various football Bowl games highlight the current newsreels. Other items include the four released fliers, plane crashes and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 3—Cardinal Spellman in Korea. Four U. S. flers freed. Chelsea Arts ball in London. Salamanca plane crash. Sports: Rose Bowl, Cotton Bowl, Sugar Bowl.

NEWS OF THE DAY, No. 237—Sports: games in the Rose Bowl, Sugar Bowl and Orange Bowl. Lybia hails independence. Holiday air tragedy. Ransomed U. S. airmen.

PARAMOUNT NEWS, No. 40—Football welcomes the New Year: A description of the games in the Orange Bowl, Sugar Bowl, Cotton Bowl and Rose Bowl.

TELENEWS DIGEST, No. 1-B—Korea report. Dean Acheson sees fateful new year. U. S. airmen freed. Defense production. North Atlantic gales. Mine-sweeping. Football: Sugar Bowl.

UNIVERSAL NEWS, No. 522—Highlights from the world of sports: Games in the Rose Bowl, Cotton Bowl, Sugar Bowl and Orange Bowl.

WARNER PATHE NEWS, No. 42—Football highlights: Bowl games. Four freed U. S. fliers tell story. Lost plane found in Salamanca. Fire in London worst since the blitz.

Sacher, Former '306' Lawyer, Is Disbarred

Federal Judge Carroll C. Hincks approved here at the weekend the disbarment from federal practice in this district of Harry Sacher, former counsel to New York IATSE Projectionists Local No. 306, the punishment to be effective as soon as two local bar groups submit the papers for the jurist's signature.

Reds' Defense Lawyer

Judge Hincks found that Sacher when serving as a defense lawyer in the trial of 11 top Communist leaders in Federal Court in 1949 "disregarded numerous warnings of the court concerning wilful delaying tactics and persisted in making long and repetitious arguments and protests."

See Agreement Today On W-K Option

HOLLYWOOD, Jan. 6.—It is now expected that negotiators representing Jerry Wald and Norman Krasna and RKO Pictures in their discussions concerning extension of the option for W-K will come up with a final agreement today. The first year's option expired at midnight last Monday, but expectations are that an extension will be agreed upon.

Wile Assumes New Ohio ITO Post

COLUMBUS, Ohio, Jan. 6—Robert Wile, former Universal Pictures publicist, assumes his new post tomorrow as executive secretary of the Independent Theatre Owners of Ohio, with headquarters here.

Wile succeeds the late P. J. (Pete) Wood who held the post for 27 years prior to his death last spring.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

AN IMPORTANT ANNOUNCEMENT FROM 20th CENTURY-FOX

WE'RE STARTING 1952 GREATEST PICTURES EVER

JANUARY

1 **"DECISION BEFORE DAWN"** Anatole Litvak, the man who gave you the "SNAKE PIT," has another masterpiece currently winning the critics' plaudits. Gary Merrill, Richard Basehart, and newcomers Oskar Werner and Hildegarde Neff lead the way in a film that is on everyone's "Ten Best" list... A "must" for every showman.

2 **"JAPANESE WAR BRIDE"** Out of the present Korean conflict comes a most unusual love story of mixed marriage. Introducing Japan's top feminine star "Yamaguchi," plus Don Taylor, Marie Windsor and Cameron Mitchell in a startling motion picture.

3 **"THE MODEL AND THE MARRIAGE BROKER"** The warm, human story of the unsung matchmakers who give Cupid a little push in the right direction. A Jeanne Crain picture perfectly embellished by the exciting performances of Thelma Ritter, Scott Brady, Frank Fontaine and Zero Mostel.

FEBRUARY

4 **"PHONE CALL FROM A STRANGER"** In the tradition of "A LETTER TO THREE WIVES" and "ALL ABOUT EVE" comes a dramatic triumph which lashes out at the "Double Standard" of marriage. Great performances by Bette Davis, Gary Merrill, Keenan Wynn, Michael Rennie and the positively sizzling Shelley Winters.

5 **"RED SKIES OF MONTANA"** The first story of the courageous "Smoke Jumpers" ... Technicolor flashing across the screen with the most spectacular action sequences ever filmed. Richard Widmark heads a cast of rough, tough guys in a picture that combines power, drama, and all the excitement of the Great American Northwest.

MARCH

6 **"FIVE FINGERS"** The true, shocking revelations of the highest paid spy in history whose unbelievable exploits stunned the world. James Mason, Dannielle Darrieux and Michael Rennie head the cast of Joseph Mankiewicz's tingler filmed in Ankara and Istanbul.

7 **"RETURN OF THE TEXAN"** The adventurous story of a man who came home to the land that bred him and the woman who loved him. Vividly set in America's new great Southwest and dramatically portrayed by Dale Robertson, Joanne Dru and Walter Brennan.

8 **"VIVA ZAPATA!"** Another off-the-beaten-path dramatic achievement utilizing the collective talents of 20th Century-Fox's "Greats". John Steinbeck wrote it. Darryl Zanuck produced it. Elia Kazan directed it. Marlon Brando stars in it. "*That*" should give the theatre-going public an idea of what's in store for them.

WITH SIX MONTHS OF THE COMPLETED IN 20th CENTURY-FOX HISTORY

APRIL

9 **"WITH A SONG IN MY HEART"** The long awaited Jane Froman story brought to the screen as a brilliant Technicolor musical-drama. Susan Hayward, David Wayne, Thelma Ritter and Rory Calhoun head a sparkling cast in a film that is destined to be among the very best in 1952.

10 **"PRIDE OF ST. LOUIS"** Presenting Dan Dailey as he romps through the ever-loving Dizzy Dean story. A natural for the entire family (for exploitation too, as the release date coincides with the beginning of the baseball season). Joanne Dru co-stars in this great picture about a great guy.

11 **"ROSE OF CIMARRON"** Jack Beutel in his first film since "THE OUTLAW" plus Mala Powers (of "CYRANO") in an exciting outdoor adventure spectacle filmed in brilliant Natural Color.

MAY

12 **"BELLES ON THEIR TOES"** The delightful Gilbreth family of "CHEAPER BY THE DOZEN" is at it again in a great big bouncy Technicolor film headed by Jeanne Crain, Myrna Loy, Debra Paget and Jeffrey Hunter. Just the most wonderful kind of family entertainment anyone could hope for.

13 **"DOWN AMONG THE SHELTERING PALMS"** South Pacific splendor and good old-fashioned fun in this Technicolor musical featuring Mitzi Gaynor, David Wayne, Jane Greer, William Lundigan and Gloria DeHaven. A lot of singing . . . dancing . . . laughing . . . and box-office!

14 **"THE OUTCASTS OF POKER FLAT"** Bret Harte's classic story now unfolded on the screen color by Technicolor with an impressive cast headed by Anne Baxter, Dale Robertson, Miriam Hopkins, Barbara Bates and Cameron Mitchell. Top dramatic fare.

JUNE

15 **"KANGAROO!"** A roaring Technicolor adventure filmed entirely in Australia. Maureen O'Hara, Peter Lawford, Richard Boone and Finlay Currie . . . plus stampedes, aborigines, wild animals and blazing brush fires. Excitement all the way through and thoroughly promoted by equally exciting exploitation.

16 **"WE'RE NOT MARRIED"** . . . What happens when people suddenly find that they are not legally married. A group of unusual dramatic and hilarious situations breathtakingly performed by Ginger Rogers, David Wayne, Fred Allen, Marilyn Monroe, Paul Douglas and Jan Sterling.

Star Tours

(Continued from page 1)

utive board when it meets here Feb. 14-15 to name new officers.

After receiving from Mayer an outline of COMPO plans for the coming year the MPAA board instructed the Association's advertising-publicity committee to study and report on the projected new "Movietime" newspaper advertising campaign, in addition to voting financial support of the forthcoming star tours.

The advertising-publicity committee, which is under the chairmanship of Charles Simonelli of Universal-International, is expected to recommend to the board the extent to which the distribution companies should underwrite the second newspaper advertising campaign. The first one, conducted last year, cost the distributors $600,000. The new campaign is expected to differ from the first one in that the companies will rotate copy, advertising their own attractions only, but incorporating an industry message at the same time.

Plans for the new star tours call for a stagger system running over several weeks rather than attempt to compress the tours into one week as was done last year.

Ned E. Depinet, president of COMPO and president of RKO Pictures; Spyros P. Skouras, 20th Century-Fox president, and Barney Balaban, president of Paramount Pictures, were present at Friday's meeting as were a large number of other distribution executives and the directors of the advertising-publicity departments of MPAA-member companies.

Depinet, as well as Mayer, was reminded at the meeting that his continuance in his COMPO post will be expected by the industry. Both reminded the meeting that they have indicated they wish to let others take over the posts. The subject was not pursued further.

Grainger-Shea

(Continued from page 1)

over the duties of general manager of the Shea circuit, in addition to his duties as president, and that Raymond Smith will continue in charge of film buying and labor relations for the company, while Carroll Lawler will continue to head the Shea booking department.

Meanwhile, a hearing is scheduled for Wednesday in Bronx Surrogate's court on a motion for an accounting of the administration of the M. A. Shea estate by Grainger and E. C. Raftery, executors and trustees. Another hearing is scheduled for Thursday in New York Supreme Court on Grainger's motion to compel arbitration of contractual disagreements which are said to have led to termination of his services with Shea Enterprises.

Hughes Appeal

(Continued from page 1)

years. T. A. Slack is slated to argue the case for Hughes, while Phillip Marcus of the Justice Department, will defend the lower court order. The court has limited the total argument to one hour.

The high court tomorrow may also announce whether it will review lower court decisions in the Dipson and Milwaukee Towne cases.

Merchandising Clinic Will Spark 20th-Fox Meet

Spyros Skouras

Al Lichtman

Charles Einfeld

William Gehring

Arthur Silverstone

Edwin Aaron

(Continued from page 1)

Gehring, assistant general sales manager; Arthur Silverstone, Eastern sales manager and Edwin W. Aaron, Western sales manager.

Participating in all discussions will be president Spyros P. Skouras, while advertising plans for the 1952 year will be detailed by vice-president Charles Einfeld.

The meeting will open this morning with welcoming addresses by Lichtman and Skouras. The afternoon will be devoted to organizational plans and general sales discussions bearing on an end-of-the-year round-up for 1951, plus releasing plans for the new year. At the close of the afternoon meeting, the delegates will see Darryl F. Zanuck's production of "Viva Zapata!"

Tomorrow, the men will meet to open the merchandising clinic during which facts, figures and statistics gathered from the company's domestic branches will be presented for discussion and analysis. Each division and branch manager will present territorial needs and problems in order to clarify the requirements of exhibitors and the public in each of the company's exchange areas. This discussion will continue throughout Tuesday, with a screening of "Red Skies of Montana" scheduled for the end of the day.

Wednesday will find the delegates continuing their branch-by-branch analysis, with participation by all delegates in outlining policies of their areas and ways and means of accomplishing mutual business objectives.

"With A Song in My Heart" will be screened at the close of the day's session.

Thursday's meeting will be devoted to individual sales plans as outlined by Gehring, Silverstone and Aaron, in addition to the detailing of short subjects policy by Peter Levathes, short subjects sales manager, and branch operations plans by Clarence Hill, supervisor of exchanges.

On Friday morning, the session will be wholly devoted to advertising, publicity and exploitation plans, presented by Einfeld and his department heads.

The final sessions of the meeting in the afternoon will begin with a summation by Lichtman, following which a key address by Skouras will close the meeting.

Home office executives, in addition to those mentioned, participating actively in the meeting will be Frank Carroll, Jack Bloom, Morris Caplan, Harry Mersay, Lem Jones, Roger Ferri, Larry Ayers and Blackmer Johnson.

From the advertising, publicity and exploitation departments there will be Alec Moss, Rodney Bush, Stirling Silliphant, Abe Goodman and Vic Sedlow.

During the sessions, executive vice-president W. C. Michel, vice-president Joseph M. Moskowitz, general counsel Otto Koegel, treasurer and secretary Donald Henderson, and comptroller W. Eadie will join in on special phases of the discussions.

Murray Silverstone, president of the company's International Corporation, will head a group in attendance which will include Emanuel Silverstone, Albert Cornfield, Edward Cohen, Edward Ugast and Leslie Whelan.

Buy Two Brandt Houses

Berk and Krumgold, theatre realtors, have closed for the sale of two Harry Brandt theatres in New York to Samuel Freedman. The houses are the 1,600 Palestine and the 800-seat Charles Theatre.

Adolph Zukor

(Continued from page 1)

improvement should not continue while good pictures are being made. He warned, however, against any slackening off in the application of showmanship and hard work.

The competition which television poses for the motion picture industry demands from Hollywood and theatremen an attitude of hard work, Zukor reminded. Any "lying down" in the face of this competition is "unwholesome and unrealistic," he said.

Zukor could not resist the temptation to express his enthusiasm for Cecil B. DeMille's new production for Paramount, "The Greatest Show on Earth," which will open Thursday at Radio City Music Hall. "Pictures like that," he said with feeling, "have no competition."

The Paramount board chairman, who "feels as good as at any time in the last 15 years," entered show business in 1902 when "the flickers" had barely captured the public fancy. He still reports for work every business day, although, he pointed out, in recent years his contributions to company effort have been primarily in the form of advice and judgment. He said he derived deep satisfaction and enjoyment from his association "with the rest of Paramount's executives."

Industry Leaders

(Continued from page 1)

Labor Maurice J. Tobin, Leonard Goldenson, president of United Paramount Theatres; Ned Depinet, president of RKO Pictures; Marc Wolf, International chief barker of Variety Clubs; George Eby, treasurer of Variety; Si Fabian, president of Fabian Theatres; Fred Schwartz, president of Century Theatres, New York; Herman Levy, general counsel of Allied States; Harry Feinstein, New England general manager of Warner theatres; Norman Ayers, Northeastern division manager of Warner Pictures, and others.

3 Detroit Trucking Firms in Merger

DETROIT, Jan. 6. — Cinema Service and its affiliated State Trucking Co. have merged with Theatre Trucking Service, Inc. and will operate here under the name of the latter.

President of the organization will be Dale Patrick, who headed Theatre Trucking, while G. E. Leveque, operator of the Cinema Service for 35 years, will be vice-president. Lewis Rosen, an accountant, will be secretary-treasurer. Skyrocketing costs was the main reason for the merger. According to Patrick, the merger will enable them to continue operations at lower rates with the savings passed on to exhibitors.

Wallis Gets Rights To 'Botts' Stories

Hall Wallis has acquired the rights to 80 "Alexander Botts' stories" from author William Hazlett Upson, with the intention of using them as source material for pictures to star Dean Martin and Jerry Lewis.

The stories, which have been running regularly in the *Saturday Evening Post* since 1927, will be adapted by Richard Weil. The first screenplay is being prepared for a start early in the spring.

Kramer Insists on Open Television Clause for Players

HOLLYWOOD, Jan. 6.—No players whose contracts with their employing studios contain non-television clauses are used in films produced by Stanley Kramer, as a matter of longstanding policy, it was learned here. The policy came to light, for a second time, when Kramer cancelled an engagement for MGM contractee Kurt Kasnar to play the role in "Happy Time" which he had played in the stage version, after learning that the actor's contract contained a non-television clause. Kramer previously had cancelled an MGM contractee Arlene Dahl engagement for "Cyrano de Bergerac" for the same reason.

Although Kramer declined to discuss the matter formally, it is understood his policy rests on the reasoning that independent producers furnishing pictures to distributing companies should not needlessly restrict such pictures with respect to their possible future usefulness in any field. The policy, originally instituted during Kramer's releasing deal with United Artists, remains in effect although his present distributor, Columbia, has a non-television clause in its player contracts.

MGM's TV Policy

(*Continued from page 1*)

refusing to sell films to television.

Similar positions were announced last week by 20th Century-Fox, RKO Pictures and Universal-International.

On the question of Skiatron's bid for product for its projected test of its subscription television system in New York City, a spokesman for Columbia Pictures said his company was still studying the request. Other companies which said they were considering the bid are United Artists and RKO Pictures, while Paramount has announced its intentions of offering product. Both 20th-Fox and Universal-International have indicated that they will turn down Skiatron's bid as they rejected the request of Phonevision last year. The M-G-M spokesman said he could not comment on the Skiatron bid because it had not come to his attention as yet.

Rose Bowl Telecast

(*Continued from page 1*)

of Roses was picked up off the air by Orpheum's TV system and thrown on the screen.

When last-minute complications developed over the stand of the Pacific Coast Conference, Coast NBC officials got in touch with NBC executives in New York, where TNT had secured the network's cooperation. Whether NBC-TV was finally able to override the objections of Conference officials at the last minute is still not known. Another question left begging is whether the Tournament committee will accept the usual percentage of the Orpheum's gross. Meanwhile, however, there has been no known action either by NBC-TV, the Conference or the Rose Bowl committee against the Orpheum Theatre.

Verne Novel to Disney

Walt Disney has acquired from Sid Rogell the film rights to Jules Verne's "Twenty Thousand Leagues Under The Sea," Disney disclosed here.

Reviews

"Japanese War Bride"

(*Joseph Bernhard—20th Century-Fox*)

ACCORDING to statistics there have been some 12,000 marriages of "G. I.'s" to Japanese girls. In his latest production, Joseph Bernhard throws a dramatic spotlight on one such marriage, exploring its beginnings, development and complications. It is the type of theme that should draw patrons out of the home and it also lends itself to good exploitation application.

The film introduces to American audiences one of Japan's leading actresses, Shirley Yamaguchi. Miss Yamaguchi is a doll-like young lady who speaks in charmingly-accented English and gives a sensitive performance.

The screenplay, by Catherine Turney, is as topical as the morning newspaper. It begins with the fighting in Korea where Don Taylor, an American lieutenant, is wounded. Miss Yamaguchi, a Red Cross nurse, tends to him and presently they fall in love. They get married and go to the United States to live. It is here that the real conflicts, in the form of racial prejudice, arise. Taylor's family doesn't completely accept the Oriental wife. Trouble is also instigated by a former girl friend, Marie Windsor, now married to Taylor's brother, Cameron Mitchell.

Prejudice reaches a point where it is no longer tolerable to Miss Yamaguchi and she runs off with her new-born child. Taylor goes into pursuit, finds her, and the story ends with the promise of the marriage starting out again on firmer ground.

Miss Turner's screenplay could stand greater mobility in the earlier phases. Direction by King Vidor is adequate.

Running time, 91 minutes. General audience classification. January release.

MANDEL HERBSTMAN

"Wonder Boy"

(*Snader Productions*)

A PLEASANT though sudsy British importation is offered in Snader Productions' "Wonder Boy." Bobby Henrey, who will be remembered here for his performance in "The Fallen Idol," plays the title role. The picture very likely will appeal to "art" house fans.

Henrey plays the part of a successful young pianist. The only other member of the cast who might be considered a known personality to American audiences is Oscar Werner, currently being seen in "Decision Before Dawn." Gene Markey wrote the screenplay, which is a blend of comedy, drama, suspense and music (Mozart's "B-Flat Concerto" and Schubert's "Wanderer Symphony").

Convinced that "a bold deed" is necessary to keep Henrey from becoming the legal ward of his greedy concert manager, Muriel Aked, the boy's governess, contacts a small-time Salzburg crook, Werner, who arranges to hide the boy until Miss Aked can secure legal control. The plan backfires when Werner and his cronies realize they have a gold mine in the young celebrity and decide to hold him for ranson.

In the meantime, the boy finds being kidnapped a very pleasant rest and the companionship of one of the band, an American, Robert Shackleton, the first real friendship of his life. Softening under the trust of the boy and the love of Werner's sister, Christa Winter, the American snatches the boy away from the would-be abductors and delivers him safely back to the governess and his concert manager, with the latter promising the boy a more enlightened management.

Running time, 86 minutes. General audience classification. December release.

"The Bushwackers"

(*Broder-Realart*)

VIOLENT ACTION is the dominating impression of this Jack Broder Western. Independence, Missouri after the Civil War, provides the locale, while the plot is built on attempts of ruthless, crippled Lon Chaney, and his daughter, Myrna Dell, to drive away homesteaders.

John Ireland, a former Confederate soldier who had hoped never again to fire a gun in anger, and a newspaper editor, Frank Marlowe, and his daughter, Dorothy Malone, lead the difficult fight on behalf of the settlers. In the end Chaney dies, his daughter is killed, and his band is slain or captured. In the process the editor also looses his life. The ex-soldier is almost killed and the settlers have many uneasy moments fearing—until they organize for defense—that they will also be murdered one by one.

Larry Finley produced. Production values are adequate for a picture of this type. The cast in addition to those named include Wayne Morris, as a town marshall, and Lawrence Tierney, as a gang leader.

Running time, 70 minutes. General audience classification.

A. T. & T. Notes Rise Of Theatre Video

The rise of theatre television demands was noted in a year-end progress report made by H. I. Romnes, director of operations for the American Telephone and Telegraph Co., disclosed here.

Since the first commercial theatre television service was furnished by the Bell System on June 15, 1948, the report stated, 33 theatres in 17 cities have received service.

ECA Will Have Its Headquarters Here

WASHINGTON, Jan. 6.—The Economic Cooperation Administration's information media guaranty section, which has issued numerous guaranty contracts with film companies, will move to New York at the end of the month. It will have headquarters in offices of the New Mutual Security Agency at Two Park Avenue. MSA took over all ECA functions as of Dec. 29.

Hoff Sets TESMA Program for 1952

Omaha, Jan. 6.—J. Robert Hoff, general manager of Ballantyne Co., equipment manufacturers for sound and projection, speaking as president of the Theatre Equipment Supply Manufacturers Association, has set a program for TESMA for the new year, as follows:

"In 1952 I hope to steer us safely through a combined trade show with TOA or Allied (negotiations are in the active stage with both organizations) a substantial membership increase, improved service to the membership in all matters of business and government, a place alongside all other major branches of the industry in COMPO and last, but most important, to secure every recognition for TESMA through an active, aggressive public relations program."

E. Allied Meet

(*Continued from page 1*)

and discrimination in film rentals for pictures."

Referring to the authorization given to him at a meeting here last month, to confer with distributors in an effort to alleviate these problems in this terirtory, the association's president added: "This mission has been concluded. The report is ready."

Vital Information

An organization bulletin to members stressed that "only those attending the meeting in person will secure this information, which is most vital to the operation of your business."

Reintroduce Drive-in Bill

BOSTON, Jan. 6.—A bill to prohibit the building of drive-in theatres near schools, hospitals and churches, within a specified distance, has been introduced to the 1952 session of the Massachusetts state legislature, according to the legislature's bulletin of the committee work of business, which also showed the same bill had been killed last year. It is sponsored by Representative John J. Beadesx of this city.

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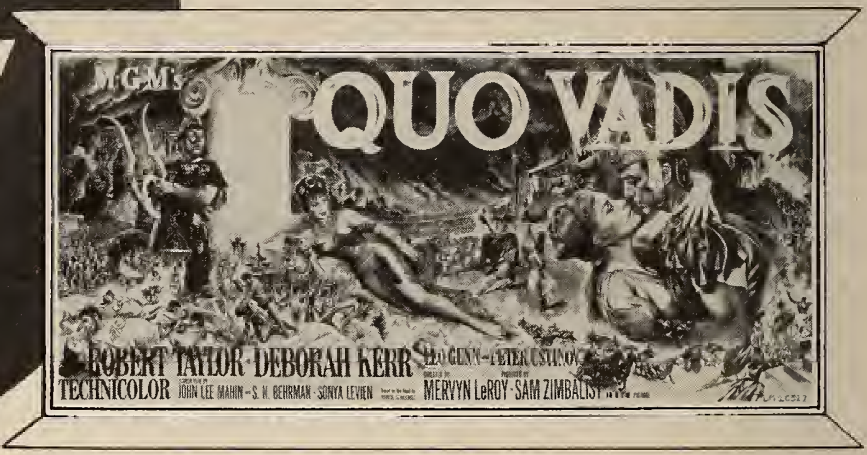
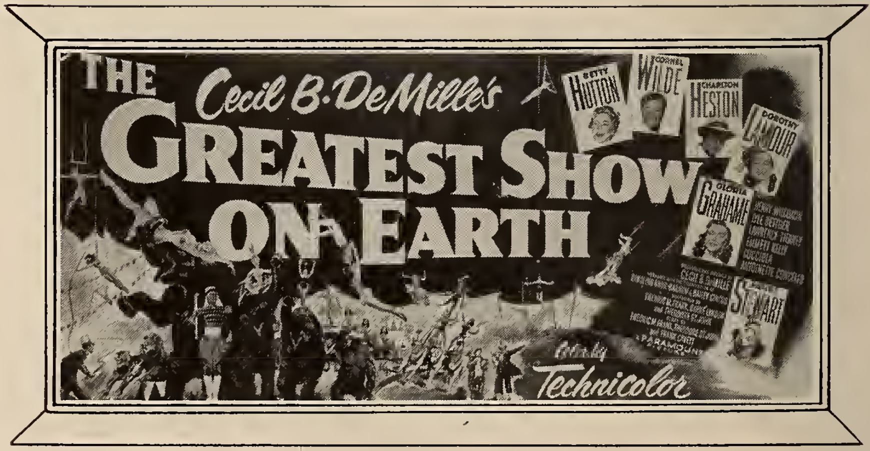


MGM's
QUO VADIS
ROBERT TAYLOR · DEBORAH KERR
LEO GENN – PETER USTINOV
TECHNICOLOR
JOHN LEE MAHIN – S. N. BEHRMAN · SONYA LEVIEN
MERVYN LeROY · SAM ZIMBALIST



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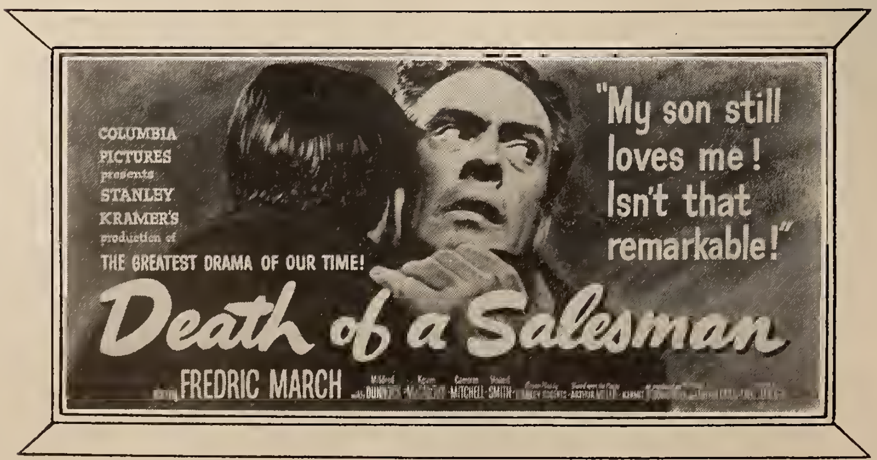

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Accurate Concise and Impartial

VOL. 71. NO. 5 NEW YORK, U. S. A., TUESDAY, JANUARY 8, 1952 TEN CENTS

Allied Rejects PCCITO Bid On Arbitration

Group's Blueprint to Go To Companies for Action

WASHINGTON, Jan. 7.—Abram F. Myers, Allied States Association general counsel and board chairman, today poured cold water on the suggestion of Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, that a congress of theatre associations be held in New York next month to discuss an industry arbitration system.

Asked about Harvey's proposal, Myers said he thought that if the Allied board approved the pending Allied arbitration plan, it would decide to send it on to the distributors directly. This has been Allied's intention all along.

"If the distributors don't want arbi-

(*Continued on page* 3)

4 Republic Sales Meetings Are Set By J. R. Grainger

A series of four Republic regional sales meetings was announced here yesterday by James R. Grainger, Republic executive and sales vice-president.

Republic president Herbert J. Yates will address each of the sessions. Discussions will highlight key company product now in release and scheduled

(*Continued on page* 2)

Wald-Krasna, RKO Agree on Extension

HOLLYWOOD, Jan. 7.—Wald-Krasna Productions and RKO Pictures today finalized extension of their production-distribution contract for one year, Howard Hughes announced here today.

Under the new arrangement, effective for a year from this date, Wald becomes executive producer of the

(*Continued on page* 3)

Majors Must Pay $941,574 In Towne Case

WASHINGTON, Jan. 7.—The U. S. Supreme Court today refused to upset the Seventh Circuit Court of Appeals decision in the Milwaukee Towne case, in which the independent won $941,574 for damages.

The high court turned down both the appeal by the Milwaukee Towne Theatre and also the cross-appeal by the distributors. It gave no reason for its action, merely noting in a long list of orders its decision not to hear either appeal.

There was no action today on the Dipson Theatres appeal, which is also pending. The court will announce further orders next Monday, and the Dipson case may be acted on then.

The decision not to accept either appeal in the Towne case means that the order of the Circuit Court will be-

(*Continued on page* 3)

TNT Mulls Theatre Telecast Jan. 24 of Robinson Title Bout

Exclusive theatre telecasting of the Sugar Ray Robinson-Carl (Bobo) Olsen middleweight championship bout, to be held in San Francisco's Civic Auditorium on Jan. 24, is being considered by Theatre Network Television.

Nate Halpern, TNT president, is now consulting with exhibitors, it was learned here yesterday, and is expected to announce shortly whether the deal will be consummated.

With about 60 theatres now equipped

(*Continued on page* 3)

B'way Pace Lively As Holiday Leaves

Business at New York first-run theatres this week struck a lively pace, with New Year's holiday grosses being reflected in the reports of many Broadway houses.

A solid $127,000 was forecast for

(*Continued on page* 6)

TV Has Put Theatres in 'Show Business': DeMille

The competition of television has served to put the motion picture theatre in "show business" for the first time in its entire career, Cecil B. DeMille declared here yesterday.

In New York from Hollywood for the opening at Radio City Music Hall on Thursday of his Paramount production, "The Greatest Show on Earth," DeMille observed that since television has taken hold in the homes "people don't come to theatres for warmth or popcorn or for something to do—they come for the show."

Cecil B. DeMille

DeMille, who considers the future of the motion picture business to be "brighter than in a long time," raised no objection when Jerome Pickman, Paramount advertising-publicity vice-

(*Continued on page* 3)

NYC Admission Tax Proposed by Mayor

A New York City admission tax, designed to raise $12,000,000 annually, is among 21 new tax proposals on a list drawn up by Mayor Vincent Impellitteri and disclosed to the State Chamber of Commerce here yesterday. The city already possesses the authority to levy the admission tax.

Also included in the Mayor's list was an increased gross receipts tax, estimated to produce $60,000,000, largely for wage increases for city employees.

20th Pledges 3-Way Mutual Sales Policy

Lichtman Sets Plans at Opening Session of Meet

A triple program aimed at assuring the continued success of 20th Century-Fox's operations as well as that of the nation's theatres was disclosed by Al Lichtman, director of 20th-Fox distribution, yesterday at the opening session of the company's annual sales convention here.

The program, he said, will rest on these premises: (1) The ability of the production organization to produce the highest quality pictures at costs commensurate with the current market, (2) a top-notch distribution effort by every member of the sales force to ensure widest circulation of the company's films through a sales policy calling for fair and square dealing on all sides, and, (3) an equal advertising, publicity and exploitation effort

(*Continued on page* 3)

20th-Fox Promotes Gehring, Aaron And Silverstone

Twentieth Century-Fox has promoted William C. Gehring from assistant general sales manager to executive assistant sales manager, and Edwin W. Aaron and Arthur Silverstone from Southern-Western and Eastern sales managers, respectively, to assistant general sales managers, Al Lichtman, director of distribution, an-

(*Continued on page* 3)

600 at 'Jimmy Fund' Banquet in Boston

BOSTON, Jan. 7.—Over 600 industry leaders, government officials and baseball executives attended the Citation Banquet here at the Hotel Statler this evening in conjunction with the dedication of the "Jimmy Fund" Building of the Children's Cancer Research Foundation. The speakers were:

Austen Lake, representing the press

(*Continued on page* 6)

1952 will be the year of this industry's greatest grosses WITH CECIL B. DeMILLE'S THE GREATEST SHOW ON EARTH Color by TECHNICOLOR A Paramount Picture

TV, Radio '51 Income Passed Half-a-Billion

WASHINGTON, Jan. 7.—Combined AM, FM and TV broadcast revenue passed the half-billion mark for the first time in 1950, reaching $550,400,000, 22 per cent above 1949. Expenses rose also but not as fast, and the result was a combined industry profit of $59,000,000 in 1950, better than double the 1949 figure of $27,400,000.

Exactly half of the 106 television stations reporting to the Federal Communications commission had profitable operations in 1950, the FCC said in releasing final profit and loss statistics for AM, FM and TV broadcasting operations in 1950.

The median income before Federal income tax of the 53 profitable stations was $129,200, ranging between $150,000 for stations in inter-connected communities and $58,300 for stations in non-inter-connected communities. For the losing stations, the median loss was $88,300, ranging from $78,690 in inter-connected communities to $116,700 in others.

Based on the operations of 93 non-network-owned stations, the average expenses of a station in 1950 amounted to $533,574, of which 40 per cent went for program expense.

Average per station investment in tangible broadcast property was $481,250, and ranged from an average of $165,999 for stations in markets under 100,000 population, to $752,852 for stations in markets over 1,000,000 population.

For standard broadcasting, only 25 per cent of total stations reporting showed an operating loss, and the great bulk of these were stations that came into being after the start of World War II.

The four TV networks reported total revenues of $55,500,000 in 1950, as against $19,300,000 for 1949, but total operating expenses were even greater and a $10,000,000 loss resulted. In 1949, the loss was $12,100,000.

For the television industry as a whole, 1950 revenues amounted to $105,900,000, more than triple 1949's $34,300,000. Expenses were $115,100,000, compared with $59,600,000 a year earlier. As a result, the TV industry losses in 1950 were only $9,200,000, agaist $25,300,000 in 1949.

John Tondra, 45 Veteran Camerman

WASHINGTON, Jan. 7.—John A. Tondra, for more than 25 years a cameraman for Fox Movietone News, died here Saturday. He was 45.

Tondra worked for Fox in New York and Chicago before coming to Washington 15 years ago. He was president of the White House Photographers Association last year. He recently joined the new United Press-Movietone Television News service. The widow survives.

Personal Mention

GAEL SULLIVAN, executive director of the Theatre Owners of America, will return to New York today from Boston.

•

ANNETTE UMANSKY, secretary of the Motion Picture Theatre Owners of Washington, is engaged to CARL ALLEN MOFFITT, also of Washington.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is in Buffalo this week from New York to confer with resident manager JACK MUNDSTUK.

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, will arrive here from Atlanta on Jan. 15.

•

HUGH OWEN, Paramount Eastern and Southern division manager, returned to New York yesterday from a vacation in California.

•

DOROTHY GONNER, executive secretary at the 20th Century-Fox home office, was married Sunday to J. HAROLD ROSENBLATT of Baltimore.

Hear Arguments on Hughes's RKO Stock

WASHINGTON, Jan. 7.—Under lively questioning from the bench, attorneys for the government and Howard Hughes today beat out before the Supreme Court the government's motion to force Hughes to sell his trusteed RKO Theatres stock by Feb. 20, 1953.

The hour of argument centered upon interpretation of the section in the RKO consent decree which says that Hughes must either sell his stock in one of the two new RKO companies or turn it over to a trustee appointed by the court. Following the decree, Hughes elected to turn his RKO Theatres stock over to a trustee. His attorney, Thomas Slack, argued before the court that by so doing Hughes has fulfilled his obligation under the language of the consent decree.

Philip Marcus, attorney for the Justice Department, maintained that the aim of the New York Statutory Court, and of the consent decree, was total divorcement of production from distribution and exhibition. He told the Supreme Court that as long as Hughes receives the dividends from the theatre stock, even though he doesn't vote the stock, the intent of the Statutory Court is not being carried out.

Republic Meetings

(*Continued from page* 1)

for the early part of the year, including "The Wild Blue Yonder," "Lady Possessed," "Hoodlum Empire," and John Ford's color by Technicolor production, "The Quiet Man."

The first session will be held at the company's Hollywood studios on Wednesday and Thursday. Pacific Coast district manager Francis Bateman will head a group of branch managers who will attend, including Jack Dowd, George Mitchell, Jack C. Partin, Paul McElhinney, Thomas McMahon, and Gene Gerbase.

The second meeting is scheduled for the Blackstone Hotel in Chicago on Jan. 14-15, and will be attended by Midwest district Manager A. H. Fischer; Richard G. Yates, executive assistant to Grainger; and a group of managers including Sam Seplowin, Ben Elrod, George H. Kirby, Bernard Brager, J. G. Frackman, J. E. Loeffler, Robert Withers, Harry Lefholtz, Paul Webster, and Nat E. Steinberg.

The third session is scheduled to be held at the home office in New York on Jan. 16-17, with Southern district manager Walter L. Titus, Jr.; New York district manager James V. O'Gara; New England district manager John P. Curtin; and Richard Yates heading a group which includes Jake Flax, I. T. Sweeney, Frank Dervin, Arthur Newman, Norman Silverman, William Murphy, Leon Herman, Jules Livingston, and I. H. Pollard.

The fourth session will be held at the Jung Hotel in New Orleans on Jan. 21-22, and will be attended by Titus, Richard Yates, and the following branch managers: E. H. Brauer, J. H. Dillon, Leo V. Seicshnaydre, Harold Laird, Nat Wyse, John J. Houlihan, and David Hunt.

Services Today for Harry Lubliner, 72

CHICAGO, Jan. 7.—Services will be held here tomorrow at West Waldheim Cemetery for Harry M. Lubliner, 72, pioneer exhibitor who died suddenly in Miami Beach Saturday evening. Lubliner, owner of the Four Star Theatre here and one of the original partners in the Clark theatre, was formerly president of the old Lubliner and Trinz Theatre Circuit which at one time operated 25 theatres in Chicago.

He entered the theatre business in Milwaukee where he and his partners ran that city's first motion picture theatre and came to Chicago in 1917 to establish his business here.

He is survived by the widow Bee, two sons Robert and Howard, who operate the Four Star and are associated with Samuel and Edward Trinz in the ownership and operation of the Clark Theatre, and two daughters, Muriel Winter of Milwaukee, and Gladys Rubin of Miami Beach.

Jack Barnstyn Services

Services were held at Ferncliff Cemetery here Sunday for Jack Barnstyn, pioneer film exporter, who died in New York on Friday at the age of 69. For most of his years in the industry Barnstyn was head of British and Continental Trading Co., which he initiated in the early '20's. He had been inactive in the industry during the past few years and was last associated with the Cinema Export Corp.

Frances Kellor Dies

Funeral services were held at the Madison Avenue Presbyterian Church here yesterday for Frances Kellor, 78, first vice-president of the American Arbitration Association, who died last Friday at her New York home.

Luncheon for Zukor

Adolph Zukor, Paramount board chairman, yesterday was given a luncheon in honor of his 79th birthday by Barney Balaban, company president.

Reverse Ruling on Film Transportation

Salt Lake City, Jan. 7.—The Interstate Commerce Commission has exclusive jurisdiction over the transportation of films in Utah, the 10th Circuit Court of Appeals in Denver ruled. The ruling reversed an earlier decision by U.S. District Judge Willis Writter who held that the jurisdiction rested with the Utah Public Service Commission. Wycoff Co., Inc. which transports films in Utah, Idaho and Montana filed the original action against Utah, the P.S.C. claiming all of the company's transportation of films was in interstate commerce.

Columbia Meeting Today in Capital

Columbia will start today the second of a series of sales meetings of home office executives, division and branch managers at the Statler Hotel in Washington. The meetings will run for two days. Attending from the home office will be general sales manager A. Montague, assistant sales manager Rube Jackter; circuit sales executive Louis Astor, and George Josephs, assistant to Montague. Present from the field will be mid-Eastern division manager Sam Galanty; Washington branch manager Ben Caplon; Cleveland manager Oscar Ruby; Cincinnati manager Phil Fox; and Pittsburgh manager Jack Judd.

Meetings will be held later this month in Chicago and New York.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
DORIS DAY
DANNY THOMAS
"I'LL SEE YOU IN MY DREAMS"
plus THE MUSIC HALL'S
GREAT CHRISTMAS STAGE SHOW

DOUBLE DYNAMITE!
starring
JANE RUSSELL • GROUCHO MARX
FRANK SINATRA
in Person
TONY BENNETT
THE FIVE DE MARCO SISTERS
ART MOONEY and his Orchestra
AL KELLY
FOUR STEP BROTHERS
extra JOEY ADAMS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

SAMUEL GOLDWYN'S "I WANT YOU"
Now! CRITERION Broadway at 45th St.

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Arbitration

(*Continued from page* 1)

tration, that will be the end of it," said Myers. "If they want it, I suppose they would summon a general industry conference. I certainly don't think it's for Theatre Owners of America or Allied or any other exhibitor group to call such a meeting."

Spokesmen for TOA and the Independent Theatre Owners Association of New York immediately reacted with favor when Harvey suggested recently that an exhibitor congress on arbitration be held at the time of the Council of Motion Picture Organizations board meeting in New York on Feb. 14-15. TOA has prepared its own blueprint for a system of arbitration.

Asked whether this might not kill all arbitration possibilities, due to distributor opposition to arbitrating such issues, Myers said he "would hope not, but that's up to the distributors. Allied certainly does not plan to arbitrate only the issues the distributors want arbitrated."

He pointed out that the Allied convention's arbitration resolution specifically listed competitive bidding as one of the items to be included in the arbitration plan.

Robinson Bout

(*Continued from page* 1)

with large screen television systems, the possibility looms that the bout may enlist the largest number of theatres forming a TV network. The previous Robinson bout versus Turpin proved to be an outstanding attraction.

Kramer's Attackers Sued for a Million

HOLLYWOOD, Jan. 7. — Stanley Kramer today filed a $1,000,000 damage suit in Superior Court here against the Wage Earners Committee of the U.S.A., president Norman S. Smith and other officers and 100 John Does, which organization has been picketing Warner's Beverly Hills Theatre, where Kramer's "Death of a Salesman" is running, since Dec. 20.

Kramer exhibited to a news conference, at which he announced the suit, a printed circular signed by the Wage Earners Committee containing the allegation that Kramer is "notorious for his Red-slanted, Red-starred films."

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SPECIAL
TRAILERS
FROM
Always Quick! FILMACK Always Best!
CHICAGO, 1327 S. Wabash NEW YORK, 630 Ninth Av

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CO., INC.
INSURANCE
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Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

3-Way Mutual Sales Policy

(*Continued from page* 1)

aiding exhibitors to reach a maximum audience for every picture with the highest returns.

"This effort," Lichtman said, "must embrace the highest imagination and ingenuity in the licensing and exploitation of our pictures in every community of the world."

The first convention session opened with an invocation by W. C. Gehring, executive assistant sales manager. Following welcoming addresses by Lichtman, Spyros P. Skouras, company president, and Murray Silverstone, 20th-Fox International head. Open discussion in the form of a merchandising clinic was led by Lichtman, Gehring and assistant sales manager Edwin W. Aaron and Arthur Silverstone.

In addition to the above, on the dais were W. C. Michel, Charles Einfeld, Donald Henderson and W. J. Eadie.

The delegates also witnessed a screening of John Steinbeck's "Viva Zapata!" produced by Darryl F. Zanuck.

"It must be understood," Lichtman told the assembled sales delegates, "that no second-class effort will accomplish this result, just as no second-class effort was able to produce the kind of pictures that you will have the privilege to distribute this coming year."

"The biggest 1951 event from a distribution standpoint," Lichtman continued "was that we had the honor to distribute the outstanding box-office picture of the year—'David and Bathsheba.' From the time of its release four months ago we have grossed $4,000,000 in film rentals with this great picture."

"The most outstanding accomplishment, however, was performed by our studio in that they produced the maximum number of pictures that is possible to produce at our studio based upon its capacity. They actually produced 36 pictures during the calendar year," he said.

Lichtman then discussed the economic picture hailing the company's consistent efforts to bring costs down despite the increasing figures for production, advertising, legal expenses, print costs, and operation of the company's branches and home office.

He cited the studio's cost reduction program which was accomplished despite heavy competition in the buying of stories and talent, increased costs for materials, and maintaining a constant stream of films of the highest quality in a tremendously competitive market.

He reemphasized the problems of approachment divorcement which will take place during the second half of the year.

Gehring, Silverstone

(*Continued from page* 1)

nounced yesterday at the company's sales conference here.

In his new post, Gehring will continue to assist Lichtman in all matters pertaining to the operation of the distribution department. Hereafter, Aaron will be responsible for the detailed operation of all sales throughout the U. S., while Silverstone will supervise all circuit and key city sales as well as the Canadian branches.

Glenn Norris, who has been Washington branch manager, has been promoted to division manager of a newly-constituted Atlantic division, consisting of Washington, Pittsburgh and Philadelphia. E. X. Callahan will resume his duties as New England division manager supervising the Boston and New Haven exchanges.

Joseph Rosen, who was branch manager for Cincinnati, has been transferred to head the Washington office, while Robert McNabb, formerly sales manager in Cincinnati, has been promoted to the branch managership of that exchange. Marvin Doris, formerly salesman in Atlanta, will manage the new Jacksonville exchange.

Wald-Krasna, RKO

(*Continued from page* 1)

W-K unit, with Krasna, who formerly shared this responsibility, slated to write and direct two top-bracket features for the unit during this period. Previous contract terms under which Hughes had approval of stories, scripts and casting continue in effect.

Four properties, which, with one picture now shooting and one in editing stage, will bring the year's total to six, have been approved. As before, Bankers Trust and RKO will finance the productions, and W-K will own 50 per cent interest in the pictures produced, including residual rights.

Cecil B. DeMille

(*Continued from page* 1)

president, said during a press interview for the producer that the company confidently expects "The Greatest Show on Earth" to out-gross De Mille's "Samson and Delilah."

DeMille said "Samson" has grossed $12,000,000 to date and probably will increase this to $17,500,000 in two years when liquidation of the picture is about completed. "The Greatest Show," he said, cost approximately $3,900,000 to produce. Print and advertising-publicity costs will be extra.

The producer, who, at the age of 70 has 70 productions to his credit, now is "flirting" with the idea of bringing the story of Helen of Troy and the Trojan Wars to the screen.

Majors Must Pay

(*Continued from page* 1)

come final. Under that order Milwaukee Towne gets $941,574 in damages, plus $75,000 in attorneys' fees, plus court costs. The Circuit Court's injunction also becomes final, but this injunction is minus a key ban on cross-licensing which had been ordered by the District Court.

The Towne case hinged on an alleged conspiracy to monopolize first-run features in Milwaukee. The independant exhibitor sued Loew's, Paramount, RKO Radio, 20th-Fox, Columbia and three Warner distributing companies, claiming it had been denied first-run product.

Confer on Recruiting

Tentative plans for industry cooperation with the Department of Defense in promoting recruitment of women for the Armed Forces were discussed here yesterday at a meeting in the COMPO offices of the Council of Motion Picture Organizations.

National Pre-Selling

INTENSIVE fashion pre-selling for for 20th Century-Fox's "The Model and the Marriage Broker" is underway to coincide with the opening of the picture at the Roxy Theatre on Jan. 11. Last week, a preview of the picture served to kick-off the preselling campaign, with 150 of the nation's fashion experts and reporters as guests of the party-promotion at the home office. Next Sunday's *New York Times* will carry extensive advertising of film-inspired fashions from Russeks in New York, which will be followed in other cities. Television mistresses-of-ceremony have been wearing these fashions on their programs, and the audiences of six important television shows have seen Russeks' models displaying the gowns.

•

Cameron Shipp is well on the way to being the film industry's favorite interviewer and writer, following his Lana Turner story in *Woman's Home Companion*, with an equally honest and interesting story of Mario Lanza in the January *Redbook.* Such articles make friends for movie stars and for film theatres on Main Street. Not quite so flattering is the feature in the January *Cosmopolitan*, entitled "Lover Boy," by George Frazier, which is underlined as "What is true and what is wild rumor about Errol Flynn, Hollywood's most intriguing and troublesome legend."

•

A merchandising clinic designed to explore a full range of techniques in the pre-selling of motion pictures to the public at large highlights the annual 20th Century-Fox sales convention in session this week at the home office. During the five-day meeting a schedule of subjects, based on the knowledge and experience of attending executives and field men, will be given full and detailed discussion in order to implement plans for the upcoming program of outstanding films. . . Thursday evening, as part of the convention activity, 200 out-of-town and New York fashion reporters, syndicate writers and celebrities will gather at the home office to witness a preview of "With A Song in My Heart" and a showing of dresses and suits inspired by the film. Jane Frohman, whose career-to-date is portrayed in the musical biography, will be guest of honor. Cocktails and dinner will be served, followed by the screening of the picture in the 20th Century-Fox Little Theatre.

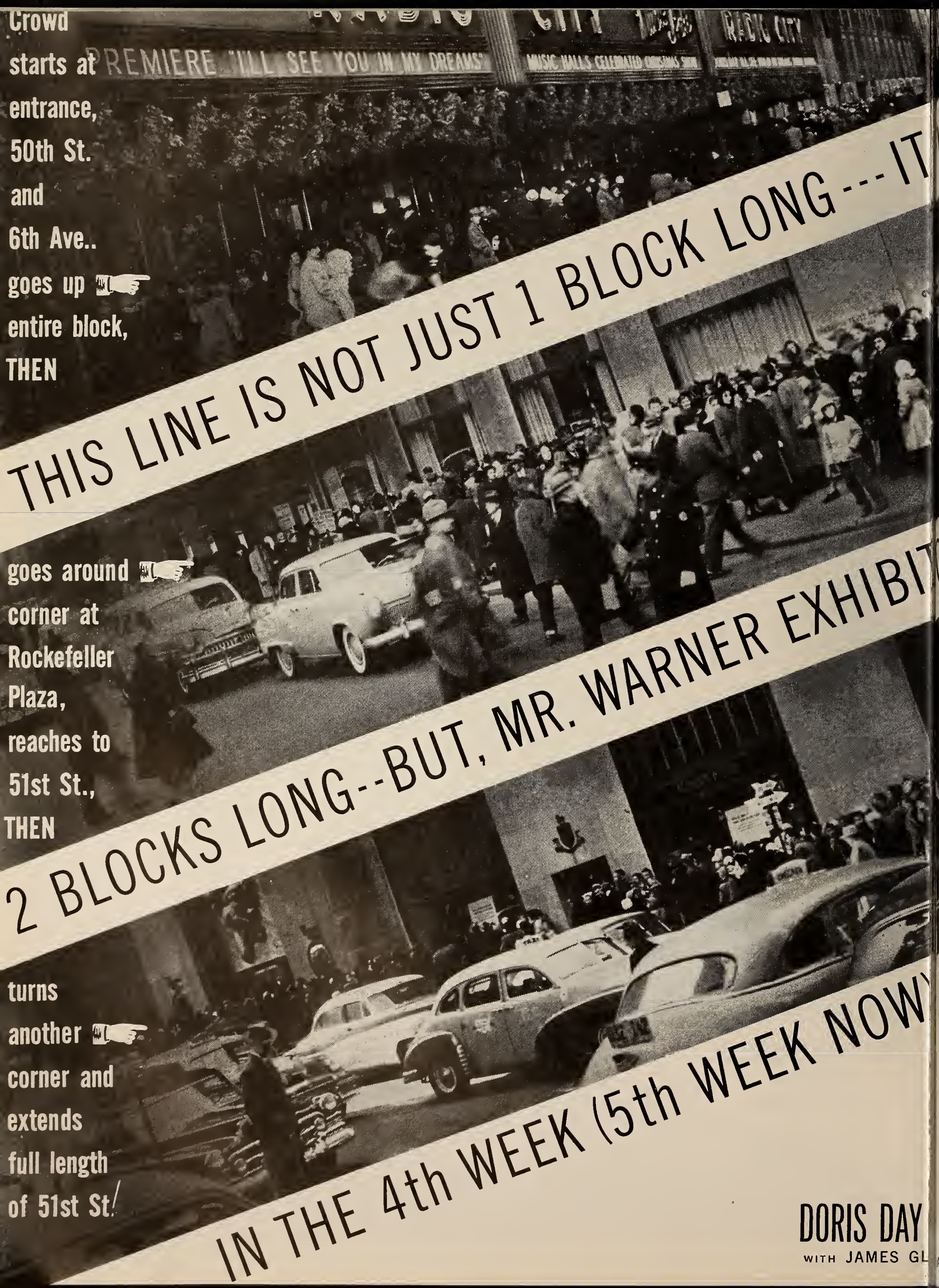
•

The current *Look* magazine devotes a two-page spread to "Movies' 20 Top Ticket Sellers," based on *Motion Picture Herald's* box-office poll. The following issue of *Look*, dated Jan. 29, will contain a two-page spread on the underwater fight sequence in "Distant Drums" between Gary Cooper and Larry Carper.

•

Jane Russell and Janet Leigh are nearly tied, as top stars, publicity-wise, on national magazine covers. Miss Russell received a total of 14 magazine covers alone and three additional with Robert Mitchum. Miss Leigh received 15 covers alone and one with Tony Martin.

WALTER BROOKS


PREMIERE "I'LL SEE YOU IN MY DREAMS"
RADIO CITY
MUSIC HALL'S CELEBRATED CHRISTMAS

Crowd
starts at
entrance,
50th St.
and
6th Ave..
goes up
entire block,
THEN

THIS LINE IS NOT JUST 1 BLOCK LONG---IT

goes around
corner at
Rockefeller
Plaza,
reaches to
51st St.,
THEN

2 BLOCKS LONG--BUT, MR. WARNER EXHIBIT

turns
another
corner and
extends
full length
of 51st St!

IN THE 4th WEEK (5th WEEK NOW

DORIS DAY
WITH JAMES GL

IS NOT JUST

OR, IT STRETCHES FOR 3 FULL CITY STREETS

AT RADIO CITY MUSIC HALL OF

"I'll See You In My Dreams"

DANNY THOMAS ☆ FRANK LOVEJOY ☆ PATRICE WYMORE IN "I'LL SEE YOU IN MY DREAMS

ASON Screen play by MELVILLE SHAVELSON and JACK ROSE • Directed by MICHAEL CURTIZ • Produced by LOUIS F. EDELMA

Musical Direction by Ray Heindorf • Musical Numbers Staged and Directed by LeRoy Prinz

It's January's
PICTURE OF
THE MONTH...
choice film
fare for
teens everywhere!

MGM's
WESTWARD
THE
WOMEN

Honored by the
magazine Young
America chooses
movies from,
it's a film
that's sure for
S. R. O. business!

seventeen
THE ENTERTAINMENT
MAGAZINE FOR YOUNG
WOMEN IN THEIR TEENS

Review

"Phone Call from a Stranger"

(20th Century-Fox)

A DRAMA of human relations and complications is given some interesting turns in "Phone Call from a Stranger." It is rather engrossing entertainment although at times a slowness of pace weakens it. As for the marquee, there are arresting boxoffice names. Among them are Bette Davis, Shelley Winters, Gary Merrill, Michael Rennie, and Keenan Wynn.

The nature of the story makes the appearance of the stars comparatively brief, with the exception of Merrill. The screenplay by Nunnally Johnson uses the device of placing a set of personalities on a trans-continental plane and exploring hidden factors in their lives. Prominence is focused on four people. They are Merrill who is running away from his wife of 12 years after learning about "another man"; Miss Winters, a flashy Broadway hoofer who is returning to the husband she fled from because of mother-in-law difficulties; Rennie, a guilt-ridden man who is tormented by the fact that he allowed his blame for an automobile accident to fall on one of the casualties; and Keenan Wynn, a loud, practical joker of a salesman.

Midway through the flight, the plane crashes killing all but Merrill. He feels duty-bound to visit the closest of kin of the three casualties. In each visit he does a noble thing and also learns a little more about life. His final visit is to Wynn's wife, Miss Davis, and he is alarmed to discover she is a bed-ridden cripple quite at variance with the flashy, bathing-suit photo he had seen of her. Miss Davis tells her little tale of woe and then proceeds to help Merrill in his own troubles. A long-distance phone call ensues and Merrill is on his way to a happy reunion with his wife, Helen Westcott, and their children. Johnson also produced and Jean Negulesco directed.

Running time, 96 minutes. Adult audience classification. For February release.

MANDEL HERBSTMAN

N. Y. First-runs

(Continued from page 1)

the fifth and final week of "I'll See You in My Dreams" at the Radio City Music Hall, where the film grossed $725,000 for its total engagement compared to the $719,000 grossed for the same holiday period last year. On Thursday, "The Greatest Show on Earth" will bow at the Hall, in addition to a new stage show, replacing the annual Christmas revue.

Also doing well is "Double Dynamite" at the Paramount where a nice $75,000 is estimated for the second week. "Scandal Sheet" is slated to bow in at the Paramount Jan. 16.

Holding up excellently at the Astor is "Quo Vaudis" where $39,000 is seen for the ninth week, seven of which were on a two-a-day policy. Another outstanding holdover is "Detective Story" at the Mayfair which expects to hit $28,500 for the ninth inning.

At the Victoria, a healthy $28,000 is forecast for the third week of "Death of A Salesman," while a good $25,500 is seen for the second week of "My Favorite Spy" at the Globe.

"I Want You" at the Criterion is expected to do a nice $28,000 for its third week and a fair-to-good $52,000 is forecast for the final eight days of "Elopement" at the Roxy, featuring its regular stage show. "The Model and the Marriage Broker" will have its premiere their Friday, following the three-week run of "Elopement."

At the Capitol, "Westward the Women" is expected to rack up a satisfactory $45,000 for its initial week, while "Decision Before Dawn" at the Rivoli is estimated to register a fair $24,000 for its second stanza.

At Loew's State, "The Wide Blue Yonder" is estimated to gross a fair $20,000 for its opening week. A very good $35,000 is seen for "Distant Drums" at Warners.

"Tales of Hoffmann," now in its second week on a continuous run policy at the Sutton, is doing top business. A gross of $13,000 is seen for the second inning. At the Park Avenue, "Tom Brown's School Days" bowed in yesterday, replacing "The Clouded Yellow" which did a fine $7,300 for its final ninth week. Holding up excellently is "The Lavender Hill Mob" at the Fine Arts Theatre where a big $11,000 is forecast for the 11th inning.

"Cry, The Beloved Country" will have its American premiere at the two-a-day Bijou on Jan. 23, replacing the return engagement of "Henry V," which is expected to rack up a nice $5,500 for its third week.

'Jimmy Fund'

(Continued from page 1)

of New England; J. Wells Farley, president of the Children's Medical Center; Brig. General Elbert Decoursey, Armed Forces Institute of Pathology; Horace C. Stoneham, president of the New York Giants; Richard Walsh, president, International Alliance of Theatrical Stage Employees; Honorable Daniel Brunton, Mayor of Springfield and president of the Massachusetts Mayors' Association; Walter F. O'Malley, president of the Brooklyn Dodgers; Leonard Goldenson, president of United Paramount Theatres; Branch Rickey, vice-president and general manager of the Pittsburgh Pirates; Honorable John B. Hynes, Mayor of Boston; Robert R. M. Carpenter, president of the Philadelphia Phillies; Marc Wolf, international chief barker, Variety Clubs; Sidney Farber, M. D., scientific director, Children's Cancer Research Foundation.

'Jimmy Fund' Building Dedicated

BOSTON, Jan. 7.—The $1,500,000 "Jimmy Fund" building of the Children's Cancer Research Foundation was formally dedicated today with exercises held in the auditorium of the building.

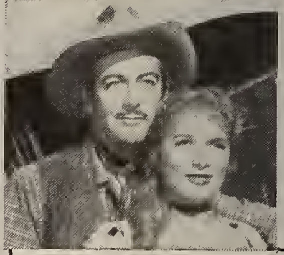
A highlight of the occasion was the message of Archbishop Richard J. Cushing, head of the Catholic Archdiocese of Boston.

AFM Studio Talks Set

Hollywood studio executives and an American Federation of Musicians committee headed by James C. Petrillo, AFM president, will meet in Miami next week, beginning possibly Jan. 15, "to either extend the present AFM pact with the studios or write a new one," a spokesman for Petrillo's office said here yesterday.

Well said, SEVENTEEN
—and well deserved!
If ever a film rated
your raves, it's this
stirring story of a
perilous journey.

WESTWARD
THE
WOMEN
starring
Robert Taylor
and
Denise Darcel



THEATER OPERATORS:
A movie that gets
SEVENTEEN's applause
gets teen attendance—
are you set for crowds?

AN
MGM
PICTURE
Produced by Dore Schary
Directed by William Wellman
Screen Play by Charles Schnee
Story by Frank Capra

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 6 NEW YORK, U. S. A., WEDNESDAY, JANUARY 9, 1952 TEN CENTS

20th-Fox Sets A Full Year's Film Lineup

Credit Production Pace At Studio for Line-up

Twentieth Century-Fox's complete 1952 release schedule of 36 features was disclosed here yesterday at the company's sales convention by Al Lichtman, distribution director.

This is the first time in the company's history that a whole year's line-up has been envisioned so long in advance, it was stated. Credit for the readiness of the line-up was attributed to the highly-geared production pace at 20th-Fox studios, with more than three-quarters of its production schedule for 1952 already completed or shooting

The line-up will have more than one-third of its roster in color, and films will be delivered months in ad-

(*Continued on page* 4)

N. E. Allied Forms Trade Practice Inquiry Committee

Boston, Jan. 8.—At a special board meeting today of the New England Allied unit, Independent Exhibitors, Inc., a film committee was appointed by Norman Glassman, president, to screen New England exhibitors trade practice complaints and problems and to act for these exhibitors in meetings with distributors on a local level.

Should this committee fail to reach a solution on a local level with exchange managers the committee will

(*Continued on page* 2)

Gallo Heads SMPE Membership Group

Ray Gallo, equipment advertising manager of Quigley Publications, has been appointed general chairman of the national membership and subcription committee of the Society of Motion Picture and Television Engineers.

He will act in a supervisory capacity as a director of promotion campaigns and program planning for new membership, as well as the Society's

(*Continued on page* 2)

Theatre Is Focal Point of Compo's New 'P.R.' Plans

A prospectus of a Council of Motion Picture Organizations program covering practically every facet of industry public relations was released here yesterday by Arthur L. Mayer, COMPO executive vice-president. A switch of emphasis from Hollywood to the local theatre is the overriding theme of the program.

Mayer announced at the same time that Charles Simonelli of Universal-International, chairman of the Motion Picture Association of America's advertising-publicity committee, will convene the MPAA group here on Friday to smooth the way for a co-operative newspaper advertising pro-

(*Continued on page* 4)

Newsreel Shipments To Brazil Halted

American newsreels have halted shipments to Brazil in consequence of application of a decree requiring importers of newsreel and documentary films to export 10 per cent of the same type of films made in Brazil.

The decree, which had been in existence for some time, was not put into force until last Friday. The Motion Picture Association of America has protested to the U. S. State De-

(*Continued on page* 2)

UA FUTURE BRIGHT, KRIM INDICATES

Lober in Month Will Become Picker Aide

Louis Lober, United Artists Continental European manager, will be named assistant to Arnold Picker, foreign distribution vice-president, in about a month when he will come to New York from Paris to assume the new post, it is understood.

Lober will be succeeded as Continental manager by Charles Smadja, European sales manager.

Both at present make their head-

(*Continued on page* 6)

Slate Para. Sales Meet Jan. 14-16

The first 1952 meeting of Paramount's divisional sales managers will be held next week, from Monday through Wednesday, A. W. Schwalberg, president of Paramount Film Distributing Corp., announced here yesterday.

Among the pictures to be analyzed are Cecil B. DeMille's "The Greatest Show on Earth," Hal Wallis' "Sailor Beware," Nat Holt's "Flaming Fea-

(*Continued on page* 2)

'Well Set' for Product; Increasing Profit Is Foreseen During 1952

A large measure of credit for the "substantial" profit achieved by United Artists last year, which will give the company management the right to acquire ownership of 50 per cent of the outstanding stock, was conceded yesterday by Arthur B. Krim, president, and William J. Heineman, distribution vice-president, to "the large number of important exhibitors who had foregone their immediate interests for the good health of the company."

Krim, in confirming recent published reports that UA ended 1951 in the black, said transfer to the Krim-Robert Benjamin-Matthew Fox group of stock ownership will require some 45 days, the time it will take Price, Waterhouse and Co., to complete the audit of the books covering 1951 operations. It was the first year that UA showed a profit since 1946.

The UA president reported that the company is "well set up" for product for 1952, and is well advanced in negotiations for pictures for 1953, "and the future generally." He predicted that the company will be "increasingly healthy" from a financial standpoint in 1952.

Despite the "generous predictions" in the press of a 1951 profit, Krim

(*Continued on page* 6)

$315,000 to U.A. Of Towne Damages

One-third, or approximately $315,000, of the $941,574 which major distributors must pay in damages to the Milwaukee Towne Theatre in consequence of the latter's anti-trust action, will go to United Artists which holds a minority stock interest in the Towne, it was learned here yesterday. UA was not a party to the suit and will share in the damages only as a holder of stock in the house.

The U. S. Supreme Court on Monday refused to upset the Seventh Circuit Court of Appeals decision in the Towne case, in which the independent won the damages.

Johnston to Concentrate On Domestic Problems

Eric Johnston, Motion Picture Association of America president, confirmed yesterday that urgent matters pertaining to domestic operations of the industry will force him to postpone or cut short the visits to foreign markets he had projected sometime previous.

Eric Johnston

Among the top level matters requiring his presence at home, Johnston said, are the pending industry hearings before the Federal Communications Commission for the allocation of television channels to theatres and others in the industry, and meetings with company presidents on Hollywood problems and policies. He stated, how-

(*Continued on page* 4)

Lippert Exclusively In Distribution Now

Hollywood, Jan. 8. — Robert L. Lippert will engage henceforth exclusively in distribution, under the banner of Lippert Pictures, Inc., and will dissolve Lippert Productions, his producing organization, Lippert told Motion Picture Daily today. He will also discontinue financing independent productions for Lippert distribution, which he has engaged in recently.

Lippert, who stopped producing his own pictures several months ago when

(*Continued on page* 4)

3 Producers Groups Join in Support Of Kramer's Suit

HOLLYWOOD, Jan. 8.—Stanley Kramer's stand against Wage Earners Committee, which has been picketing his "Death of A Salesman" since Dec. 20, and which he sued Monday for $1,000,000, took on industry-wide proportions today as three producer associations issued statements pledging support.

Speaking for AMPP, board chairman Y. Frank Freeman said, "we are pleased to learn that Kramer has seen fit to bring this group into court so that its charges against him may be tested before legal tribunal. His action in doing so has our complete support."

SIMPP Offers Aid

The Society of Independent Motion Picture Producers today threw its strength behind Stanley Kramer in his suit by declaring in a statement, "We commend to the fullest Kramer's action. Such irresponsible pressure groups have brought great harm to the motion picture industry, an industry which actually should be praised for its long and successful fight against Communists who attempted to infiltrate and control its product. We urge all branches of the industry to get behind Kramer in this fight. We are offering legal talent and other facilities of SIMPP to him." The statement is signed by Ellis Arnall, president, and Gunther R. Lessing, chairman of the board.

Independent Motion Picture Producers Association president I. E. Chadwick added that organization's support, declaring, "We congratulate you on the first courageous stand in our industry against slanderous attacks by pressure groups, and pledge you our full support in your fight. Our group will give you every possible assistance in your determined defense against this irresponsible group."

Gallo Heads Group

(*Continued from page* 1)

journal subscription drives, assisted by a Coast-to-coast network of volunteers from various manufacturing plants, studios and television stations; as well as regular section chairmen of the Society, who operate with complete staffs on the Atlantic Coast, Central West Coast and Northwest.

Frank Cahill, head of Warner Theatres sound department, was elected financial vice-president, chief executive of all promotion expenditures. Collaborating with Cahill and Gallo will be Beatrice Conlon, membership secretary, at the home office here.

Mother of John Gardner

ALBANY, N. Y., Jan. 8.—Funeral services were held in Schenectady at the weekend for Mrs. Bertha Brainard Gardner, widow of an Albany exhibitor in the nickelodeon days and mother of John W. Gardner, owner-operator of the Colony Theatre, Schenectady. She had been ill since last summer.

Personal Mention

DAVID A. LIPTON, Universal Pictures vice-president in charge of ad-publicity, will arrive here from Hollywood tomorrow.

•

SAM ZIMBALIST, producer, will arrive here from the Coast tomorrow and will sail for Paris on the *Ile de France* Saturday.

•

CHARLES McLEARY, manager of the Parkway Theatre, Baltimore, is recovering at St. Joseph's Hospital there following stomach surgery.

•

DON STEINKAMP of the French Lick Amusement Co., French Lick, Ind., is back at his desk after being sick during the holidays.

•

JOSEPH J. DEITCH of Florida State Theatres, is in New York to confer with United Paramount Theatres executives.

•

ALFRED HITCHCOCK and his wife are in New York from Hollywood.

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, arrived in Los Angeles yesterday from New York for conferences with DARRYL F. ZANUCK.

•

HARRY B. FRENCH, president of Minnesota Amusement Co., and George Shepherd, manager of Maco's concessions division, left here last night for Minneapolis following a two-day conference with United Paramount Theatres officials.

•

STIRLING SILLIPHANT, 20th Century-Fox Eastern publicity manager, returned here yesterday from San Franciscò and Washington, D. C.

•

DAVID T. KATZ, newly appointed executive director of the Roxy Theatre here, will meet press representatives in his office tomorrow.

•

ARTHUR W. KELLY has arrived in Paris from New York and goes to London tomorrow.

Smith Is Acquiring 10 in New England

BOSTON, Jan. 8.—Philip Smith, president of the Smith Management Co. of Boston, discloses that negotiations for the acquisition of the Giles Theatre Circuit of 10 New England houses will be completed in two weeks.

Samuel Seletsky will be associated with Smith in an executive capacity as head motion picture buyer and booker, effective immediately. Seletsky was formerly with B. & Q. Theatres, Boston, in a similar capacity, and with Republic Pictures as New Haven branch manager.

The Giles circuit comprises the following theatres: In Massachusetts, Boston, Uptown; Framingham, St. George and Gormans; Gardner, Orpheum and Uptown; Norwood, Norwood and Guild; New Hampshire, Laconia; the Garden and Colonial.

Film Dividends for 11 Months Are Off

WASHINGTON, Jan. 8.—Film industry publicly-reported cash dividends in November were $588,000, against $726,000 in Nov., 1950, the commerce department reported. A lower report from Columbia accounted for the drop. Total for the first 11 months of 1951 was $28,109,000, against $30,463,000 in the like 1950 period. However, the 1951 figures are tentative and may be revised upward later.

Warner Names Twig

BOSTON, Jan. 8.—Warner Brothers has appointed William Twig to assistant branch manager at the Boston exchange, under George W. Horan, manager. He was formerly a salesman in the Buffalo office and succeeds Clayton Eastman who was promoted to branch manager in the latter city. Eastman in turn succeeded Matthew Sullivan, resigned.

Studio Sales Meets Set for Monogram

HOLLYWOOD, Jan. 8.—Monogram president Steve Broidy today announced sales conferences for the company's top executives at the studio beginning Jan. 19. Morey R. Goldstein, vice-president and general sales manager, will leave New York Jan. 18 by plane, heading a sales group which will confer with Broidy, Harold Mirisch, G. Ralph Branton, on sales policies for 1952.

Newsreels Shipments

(*Continued from page* 1)

partment which, in Washington and through the Rio de Janeiro Embassy, is studying the situation for possible violations of existing trade agreements.

It was also disclosed that Brazil has issued another film decree, as yet not enforced, which would require theatres there to play one week of native product for every eight weeks of playing time accorded foreign product. Nearly 90 per cent of films used by Brazilian theatres is American. Industry observers believe that enforcement of the decree would result in the closing of every theatre in Brazil.

Eric Johnston, MPAA president, said yesterday it might be necessary for him to make a quick trip to Brazil to attempt to settle the problems created by both decrees.

Para. Sales Meet

(*Continued from page* 1)

ther," George Stevens' "Something to Live For," Perlberg-Seaton's "Aaron Slick from Punkin Crick" and Leo McCarey's "My Son, John."

Division managers who will attend the sessions include Duke Clark, J. J. Donohue, Howard Minsky, Hugh Owen, George A. Smith, and Gordon Lightstone, Canadian general manager.

Home office executives who will be present are headed by Barney Balaban, Adolph Zukor, Paul Raibourn, E. K. O'Shea, Jerry Pickman, Oscar Morgan, Sid Blumenstock, Robert J. Rubin, Monroe R. Goodman, Al Kane, and Henry Randel.

Also, department heads Fred Leroy, Arthur Dunne, Martin Friedman, Harold Beecroft, and George Schur.

Newsreel Parade

CHURCHILL'S arrival here and Eisenhower's "hat-in-the-ring" are current newsreel highlights. Other items include the Enterprise *sea struggle and sports. Complete contents follow:*

MOVIETONE NEWS, No. 4—Churchill arrives to talk with Truman. Heroic captain stays with his ship. Sen. Lodge puts Eisenhower's hat in the ring. Atom test. Australia wins Davis Cup. Aqua artistry in Florida.

NEWS OF THE DAY, No. 238—Saga of the *Enterprise*. Churchill sees President Truman. First official films of atom test. Dwight Eisenhower in the Presidential race. Davis Cup tennis. Aquatic thriller.

PARAMOUNT NEWS, No. 41—Men in the news: Churchill and Eisenhower. Rebels beaten in Indo-China. *Enterprise* guarded by skipper. Troops in atom test. Trotting races in Canada. Sunshine regatta in Miami.

TELENEWS DIGEST, No. 24—Churchill arrives. *Enterprise* skipper stays put. Eisenhower marks SHAPE's birthday, throws hat in the Presidential ring. Sports flashes: night skiing at Bear Mountain, N. Y.

UNIVERSAL NEWS, No. 524—Saga of Captain Carlsen. Winston Churchill visits President Truman. War in Indo-China. Dwight Eisenhower to accept nomination. Official films of atomic test.

WARNER PATHE NEWS, No. 43—Churchill in the U. S. Sen. Lodge and Eisenhower acceptance. Troops in atom test. *Enterprise* in sea struggle. Eisenhower reviews first year of SHAPE. Australia takes Davis Cup.

N. E. Allied Forms

(*Continued from page* 1)

act in conjunction with a National Allied film committee in New York, headed by Wilbur Snaper.

The board reaffirmed a convention resolution supporting national Allied in its arbitration plans and will be represented at the national Allied board meeting in Washington Feb. 5 and 6 by Nathan Yamins who is on the national arbitration committee.

A nominating committee was appointed today to bring in a slate of officers for 1952. The committee follows: W. L. Bendslev (chairman), Daniel Murphy, Frank Perry, Leonard Goldberg, Walter Mitchell. Annual meeting of the group here was set for Feb. 12.

Gulf States ATO To Meet Jan. 21

NEW ORLEANS, Jan. 8.—A two-day meeting has been called by Abe Berenson, president of Allied Theatre Owners of Gulf States, for Jan. 21-22 to discuss problems now facing exhibitors. The meeting will be held in the Roosevelt Hotel here.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

M-G-M LEADS THE INDUSTRY!

The First Reports Are In!

Variety, Showmen's Trade Review, M. P. Herald, M. P. Daily, announce "Top Hits of 1951" as voted by exhibitors. M-G-M leads with not just one top hit, but with more top money hits than any other company.* Watch for more trade paper annual reports. Prediction: a landslide for M-G-M, as usual!

*In Variety, M-G-M has 8 out of the first 20; next company 2. In Showmen's Trade Review Annual, M-G-M has the 2 top pictures and 4 out of first 10, which is twice any other company. In M.P. Herald, M-G-M has 4 out of the 7 top-grossing pictures, nearest company 1. In M.P. Daily, out of the 7 listed M-G-M has 4, nearest company 1.

First M-G-M Trade Shows of the New Year!

FEB. 12th (Except N.Y. Feb. 15th)

"THE BELLE OF NEW YORK"

Gay TECHNICOLOR Musical in the M-G-M manner

JAN. 21st

"INVITATION"

The Story of A Borrowed Love

FORECAST:

M-G-M AGAIN IN '52!

The M-G-M Studio has never in its history had a more powerful array of product than right now. To mention just a few: "THE WILD NORTH" (Ansco color), "LONE STAR", and the following in Technicolor—"IVANHOE", "SINGIN' IN THE RAIN", "THE MERRY WIDOW", "SCARAMOUCHE", "SKIRTS AHOY!", "LOVELY TO LOOK AT" and many more. And of course, The Great "QUO VADIS", the box-office giant of all time!

★

Please! In all newspaper ads: "The Armed Forces Need Your Blood — Give Today!"

Skouras Calls '52 A 'Fateful' Year

The year 1952 was characterized as a "fateful" one by Spyros P. Skouras, president of 20th Century-Fox, in an address to delegates attending the current company's sales convention here.

He feels that 1952 imposes the need "for good business judgment, statesmanship, superior showmanship, alert distribution techniques, and modern advertising methods."

20th-Fox Releases

(*Continued from page* 1)

vance, allowing maximum pre-selling, it was emphasized.

The complete schedule follows:

JANUARY: "Decision Before Dawn," produced by Anatole Litvak and Frank McCarthy, directed by Litvak, featuring Richard Basehart, Gary Merrill, Oskar Werner, and Hildegarde Neff; "Japanese War Bride," Joseph Bernhard production, starring Shirley Yamaguchi and Don Taylor; "The Model and the Marriage Broker," Jeanne Crain, Thelma Ritter and Scott Brady, produced by Charles Brackett, directed by George Cukor.

FEBRUARY: "David and Bathsheba," a Darryl F. Zanuck production, directed by Henry King in color by Technicolor, Gregory Peck and Susan Hayward; "Phone Call from A Stranger," produced by Nunnally Johnson, Shelley Winters, Gary Merrill, Michael Rennie and Bette Davis, directed by Jean Negulesco; "Red Skies of Montana," Technicolor, Richard Widmark, Constance Smith, and Jeffrey Hunter, produced by Samuel G. Engel, directed by Joseph Newman.

MARCH: "5 Fingers," produced by Otto Lang, directed by Joseph L. Mankiewicz, starring James Mason, Danielle Darrieux, Michael Rennie; "Return of the Texan," Dale Robertson and Joanne Dru, directed by Delmar Daves, produced by Frank Rosenberg; "Viva Zapata!", Zanuck production, directed by Eli Kazan, starring Marlon Brando and Jean Peters.

APRIL: "With A Song in My Heart," in Technicolor, starring Susan Hayward, Rory Calhoun, David Wayne, Thelma Ritter, produced by Lamar Trotti, directed by Walter Lang; "Pride of St. Louis," produced by Jules Schermer, starring Dan Dailey and Joanne Dru, under Harmon Jones' direction; "Rose of Cimarron," Edward L. Alperson production, in Natural Color, directed by Harry Keller, starring Jack Buetel, Mala Powers, and Bill Williams.

MAY: "Belles on Their Toes," Technicolor, produced by Samuel G. Engel, directed by Henry Levin, starring Jeanne Crain, Myrna Loy, Debra Paget, Jeffrey Hunter, Edward Arnold; "Down Among the Sheltering Palms," William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne, Gloria De Haven, in Technicolor, Fred Kohlmar producing, Edmund Goulding directing; "Outcasts of Poker Flat," produced by Julian Blaustein, directed by Joseph Newman, starring Dale Robertson and Anne Baxter.

JUNE: "Kangaroo," in Technicolor, Robert Bassler produced. Lewis Milestone directed. Maureen O'Hara and Peter Lawford starring; "We're Not Married," written and produced by Nunnally Johnson, starring David Wayne, Marilyn Monroe, Ginger Rogers, Fred Allen, Paul Douglas, Mitzi Gaynor, Eddie Bracken.

JULY: "Lydia Bailey," produced by Jules Schermer in Technicolor, directed by Jean Negulesco, starring Dale Robertson and Anne Francis; "Cry of the Swamp," Jean Peters, Jeffrey Hunter, Constance Smith, produced in Technicolor by Robert L. Jacks, directed by Jean Negulesco; "Don't Bother To Knock," produced by Julian Blaustein, starring Richard Widmark and Marilyn Monroe under Roy Baker's direction.

AUGUST: "Diplomatic Courier," Tyrone Power, Patricia Neal, Hildegarde Neff, Stephen McNally, directed by Henry Hathaway, produced by Casey Robinson; "Dream Boat," starring Clifton Webb, Ginger Rogers, Anne Francis, produced by Sol Siegel, directed by Claude Binyon; "Les Miserables," produced by Fred Kohlmar, directed by Lewis Milestone, starring Debra Paget, Louis Jourdan, Michael Rennie.

SEPTEMBER: "Wait Till The Sun Shines, Nellie," produced by George Jessel, in Technicolor, starring David Wayne, Jean Peters and Hugh Marlowe, under Henry King's direction; "O'Henry's Full House," five-Episode collection of O'Henry stories, including "The Gift of the Magi," starring Jeanne Crain and Farley Granger, directed by Henry King and produced by Andre Hakim; "The Cop and the Anthem," starring Charles Laughton and David Wayne, written by Lamar Trotti, directed by Henry Koster; "The Clarion Call," starring Richard Widmark and Dale Robertson, produced by Andre Hakim, directed by Henry Hathaway; "The Last Leaf," starring Anne Baxter, and "The Ransom of Red Chief," starring Clifton Webb.

OCTOBER: "Way of A Gaucho," Technicolor, starring Gene Tierney and Rory Calhoun, directed by Jacques Tourneur, produced by Philip Dunne; "Deadline—U. S. A.", produced by Sol C. Siegel, directed by Richard Brooks, starring Humphrey Bogart, Ethel Barrymore, Kim Hunter.

NOVEMBER: "Darling, I Am Growing Younger," starring Cary Grant, produced by Sol C. Siegel; "What Price Glory," produced by Siegel in Technicolor, starring James Cagney, Dan Dailey, Corinne Calvet, under direction of John Ford.

DECEMBER: "How High is Up?", produced by Charles Brackett, starring Anne Baxter, in Technicolor; "Snows of Kilimanjaro," directed by Henry King for producer Zanuck, starring Gregory Peck and Susan Hayward, and in color by Technicolor.

In addition to the studio produced product, a total of five additional films will be released through 20th Century-Fox.

Johnston to Concentrate

(*Continued from page* 1)

ever, that he might find it necessary to make a brief trip, probably of one week's duration toward the end of January, to Brazil and Uruguay. The former country several days ago invoked a law requiring distributors to export Brazilian newsreels and documentaries in a ratio of 10 per cent of the footage of the newsreels and documentaries they imported into Brazil. In consequence, all shipments of American newsreels to Brazil have been halted.

If Johnston visits Uruguay it would be in deference to the State Department in Washington which he said has requested him to attend that country's Film Festival.

Planned to Leave Jan. 15

On his return to the MPAA from duty as Economic Stabilization Administrator last month, Johnston had disclosed plans to leave Jan. 15 on an extened visit to Central and South America, to be followed later by a trip to the Orient. At the same time he revealed plans to spend more time at MPAA offices here, and less in Washington. Yesterday he told trade press publishers and editors at a luncheon at the Harvard Club that while he still plans to devote more time to the New York office than heretofore, Washington remains an important center of industry interest and government operations may be assuming an even more important role in industry concern than ever.

Johnston said he would be the industry's first witness at the impending FCC hearings on the allocation of television channels to the industry. Describing the complex problems involved, he emphasized the importance of the hearings in expressing the opinion that if the industry fails to win its case before the FCC it might be forever stopped from obtaining TV channels.

A joint meeting of industry legal and technical groups, with representatives of exhibitor organizations, will be held in Washington on Friday to further prepare for the FCC hearings, Johnston said. This is another in a series of such meetings which have been held over a period of the past several months.

Johnston said that while the industry's domestic problems are grave, he does not share the belief that motion pictures are in peril as popular entertainment nor that they cannot overcome television and other competition.

He expressed the belief that by cooperative effort of all branches of the industry many of its most pressing problems can be solved and cited encouraging evidences that internal cooperation is to be had. Among the latter, he praised the joint efforts which have permitted the Council of Motion Picture Organizations to do what he described as a "great job" and one which ensures its continuance. He commended Ned Depinet, COMPO president, and Arthur Mayer, executive director, for their work.

Johnston also cited the operation of the industry's Production Code as an example of cooperative achievement and of distinctive public relations value. He commended Martin Quigley, author of the Code.

The MPAA president aso spoke of the "excellent work" done in his absence by such MPAA staff members as Joyce O'Hara, John McCarthy, Fred DuVall, Sidney Schreiber and others, and commended Kenneth Clark, MPA public relations director, for his work in the ESA.

He announced that Griffith Johnson, another former associate of his in ESA, will join MPAA next week, succeeding Robert Chambers as an economic specialist for the Association. He previously brought into the Association from ESA, Ralph Hetzel, Jr., to head the New York office, and George Viether and Norman Kuhne to supplement the Washington staff.

Lippert Distribution

(*Continued from page* 1)

Screen Actors Guild threatened to withhold players unless he met SAG requirements for additional payment to actors who had appeared in Lippert films released to television, said he is ceasing his financing activities because SAG may seek to tie up independent productions financed by him on the ground such financing operation constitutes a circumvention device.

With respect to the SAG matter, Lippert said he has been willing to abide by whatever formula covering television the Guild may work out with major companies in present negotiations, but will not be made an exemplary case. He said no shortage of product for his distribution looms, as outside financing sources are being found without difficulty by independent producers with Lippert distribution contracts.

Goodman to Screen Gems

Milt Goodman has been appointed general sales manager of Screen Gems TV department, an affiliate of Columbia Pictures.

Compo Plans

(*Continued from page* 1)

gram under the auspices of COMPO.

Under plans suggested by COMPO, companies cooperating in the advertising program could use one of two space schedules. The first calls for the use of 600 lines in 220 daily papers in 103 cities of more than 100,000 population, at a cost of $54,000. The second would use 1,000 lines in the same papers, at a cost of $90,000.

The general program embodied in a 22-page booklet, analyzes picture quality, television competition, Hollywood "scandals" and Congressional charges of Communism. It describes how the industry can improve its public relations position through a program of newspaper advertising, publicity, trailers in theatres, speakers, vigilante committees, advertisements in *Editor & Publisher* and "Movietime" personality tours. The MPAA recently put up $150,000 to finance a new series of personality tours.

"Instead of glorifying Hollywood as the source of the best entertainment, instead of making claims for the industry," the prospectus says, "our public relations program should point to the local movie theatre as the possessor of vast entertainment resources.

"For it is not Hollywood that is in competition with television. Nor is it the industry. The competition is between the local movie theatre and the living room television set.

"In meeting it, and in destroying the public's belief that pictures are not as good as they used to be, we must not only convince the public that the movie theatre has production values possessed by no other form of entertainment; we must make the public believe these values are so important that they outweigh the comfort and convenience of staying home and watching a show in the living room."

After discussing various causes of bad industry public relations, the prospectus says any industry public relations program should be positive and should have for its aim "to increase the size of our potential audience by creating in the public a more widespread respect for the motion picture as a means of entertainment and, as a natural consequence thereof, a livelier desire to attend movie theatres."

Instead of having, as in the daily newspaper campaign conducted in October, one big advertisement, with pictures from all 10 companies listed, it is suggested that the new campaign be conducted over a period of several months, with a newspaper advertisement for each month. Each of the participating companies would be responsible, both financially and in the preparation and placement of the copy, for the advertising of a single month.

2 More Releases of RKO at Paramount

RKO Pictures, which currently has its fourth consecutive picture playing at New York's Paramount Theatre, has negotiated for the release of two more features through the Broadway showcase, Robert Mochrie, RKO Pictures sales vice-president announced.

Current picture is "Double Dynamite," which opened on Christmas, and which is continuing. Coming up at the end of the month is "The Las Vegas Story." This will be followed by "A Girl in Every Port."

For Best Quality & Service
ORDER YOUR
SPECIAL TRAILERS
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CHICAGO, 1327 S. Wabash NEW YORK, 630 Ninth Av

No Col., UA Films For TV; Clarify Policy on Skiatron

United Artists and Columbia Pictures yesterday ruled out the sale of any of their films for home television in the forseeable future. At the same time, spokesmen for the two companies clarified their reaction to Skiatron's bid for product for its projected test in New York City.

A request by Skiatron for product has not been received to date by Columbia, a spokesman said. Consideration would be given to it when and if received, the Columbia source added.

At United Artists, William J. Heineman, distribution vice-president, explained that it would be up to the producers who release through UA, and not the company itself, to decide whether they would permit their films to be used in the Skiatron test. However, he pointed out, UA has the prerogative under its producer contract to restrain any producer from providing licensed product for such demonstration as the one Skiatron plans to hold. Heineman said that to date no UA producer has requested that his product be released to Skiatron.

Paramount, so far, has been the only major company which expressed its willingness to participate in the Skiatron test.

Regarding the recent plea of Jack Kirsch, president of Illinois Allied, that all major companies make public their stand on the sale of films to TV, a spokesman for Columbia pointed out that his company has not sold any films to TV and does not intend to do so in the immediate future. Similar statements already have been made by RKO Pictures, 20th Century-Fox, and Universal-International.

At UA, Heineman reminded that under UA's contracts the producer is prohibited from releasing to television pictures that are being distributed by the company. When the contracts on individual pictures expire, however, the producer is of course entitled to make whatever disposition he pleases of his films, he added.

In this latter connection, Heineman said that Allied States Association's indictment of UA for the release to television of "Red Stallion in the Rockies" was unfair since that former Eagle Lion Classics production was returned to the producer after the contract expired before it was released to TV.

Cinema Suit Halted

DENVER, Jan. 8.—Case of Cinema Amusements Inc., owners of the Broadway Theatre, Denver, against 20th Century-Fox, RKO and M-G-M for trebled damages being heard in Federal District Court here before Judge Lee Knouw, was suddenly halted when the matter of introducing evidence of the period beyond that covered in the petition (which is 69 weeks in 1945 and 1946) came up during the questioning of Harris Wolfberg, president of the company. The case stopped until Thursday, when Judge Knouw will rule.

Owners of Cinema, Trueman Rembusch, Wolfberg and John Wolfberg, claim damages suffered because they were unable to secure pictures at an equitable figure for the Broadway after they took over the Broadway formerly, operated by Fox Intermountain Theatres.

Television--Radio

Comment and Opinion

ENTER the latest in television—sponsored political conventions, CBS has announced a $3,000,000 deal under which Westinghouse Electric Corp. will foot the bill for the network's radio and television coverage of the Republican and Democratic conventions in Chicago in July. NBC's elaborately-conceived convention programs will be sponsored by the Philco Corp.

The full meaning of television as a medium of mass communication will be brought home forcefully this year as TV trains its cameras on the Presidential campaigns, from pre-convention speech-making to election night. With some 18,000,000 TV sets expected to be installed by the time election day rolls around, the advertisers' interest in getting their messages across to the huge national audience is understandable.

Sponsorship of such an important event as an election has its drawbacks, but it also points up certain advantages. The networks, limiting pool arrangements, will be on their own and trying hard to attract audiences with diverse coverage.

This would seem to be an ideal opportunity for theatres equipped with large-screen TV to tie in to an event of outstanding interest to the public. Presented as an added attraction, and possibly without sponsorship, the conventions in motion picture houses should make a first-rate drawing card.

☆ ☆ ☆

The growth of television is forcefully outlined in a year-end statement released by the Long Lines Department of the A. T. & T. which shows that, during 1951, 6,500 miles of TV channels were added, making a total of 24,000 miles. Four cities joined the TV network in 1951, and 14 stations were added to the "live" TV circuit. Less than five years ago, on Jan. 1, 1947, the Long Lines network consisted of two channels inter-connecting New York and Washington and totaling 476 miles. Today, 24,000 channel miles provide service to 86 stations in 46 cities. That's progress.

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Television drama is improving steadily. A good example of this was last Sunday's moving and expertly presented play, "A Softness in the Wind," on the Goodyear Television Playhouse. Jean Pierre Aumont was the star in this story about Louis Braille, French inventor of the Braille system who died 100 years ago. Director James Sheldon must be congratulated on his expert handling of the camera and Fred Coe deserves credit for producing another fine show in this traditionally-effective NBC-TV series. Gradually, television is developing its own distinctive style which combines the atmosphere and limitations of the legitimate theatre with the fluid continuity of the screen, adapted to the intimacy of the living room.

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Quiz shows on television so far have mostly missed the mark, being no more than an unimaginative adaptation of what for years has passed as entertainment on radio. A welcome exception is CBS-TV's "It's News To Me" which has as its moderator John Daly, one of the medium's most winning personalities. "It's News To Me" retains the panel format, but under Daly's gently guiding hand, it manages to be both humorous and interesting. Having Texas millionaire Sheppard King and his Egyption dancer bride as surprise guests Monday night was a nice twist.

☆ ☆ ☆

Production of radio and television receivers continues to drop. November figures were 747,914 for radio sets, a 38 per cent decline from the corresponding mouth in 1950, and 415,332 for television receivers, a 44 per cent cut. The switch-over to defense production and the scarcity of materials are in part to blame for the reductions.

☆ ☆ ☆

Seen and Heard: The new Robert Montgomery TV show off to a nice start on NBC-TV. Johnson's Wax is the sponsor. . . . ABC-Radio doing a fine job on the Metropolitan Opera broadcasts . . . . Arthur Treacher very good as guest-star on "Hollywood Screen Test" . . . . The recent British film, "Seven Days to Noon" a surprise offering over CBS-TV Sunday. . . . Martha Raye and Robert Cummings took over the Colgate Comedy Hour Sunday and provided some hectic, and occasionally very entertaining viewing.

FRED HIFT

Theatre TV Meet In Capital Friday

Washington, Jan. 8. — Another theatre television strategy meeting is planned here for Friday. Attorneys and engineers for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee will get-together to discuss further strategy for the coming Federal Communications Commission hearings, slated for Feb. 25. FCC officials say that as of now there is no further postponement of the hearings planned and that they will commence on schedule.

NFL Case Will Be Brought to Trial

PHILADELPHIA, Jan. 8.—Refusing to dismiss the government compaint charging the National Football League with anti-trust violation in the League's restriction of televising of the member teams football games, the U. S. District Court here today ruled that the case be brought to trial "without any waste of time."

Federal Judge Grim, who heard arguments by League counsel Bernard I. Nordlinger and former U. S. Senator Francis J. Meyers and, for the government, W. Perry Eppes, described the case as one "of tremendous pubic importance." He will hear the case without a jury.

The League's lawyers contended that pro football, in forbidding the televising of its local games, is in the same position as a manufacturer who limits the distribution of his goods to certain dealers. Nordlinger said that while the Sherman Act prohibits all contracts in restraint of trade, the U. S. Supreme Court has construed this to mean "unreasonable" restraint of trade and that there were no facts in the government brief that might be construed as "unreasonable restraint of trade."

Hearings Set for $7,150,000 Suits

CHICAGO, Jan. 8.—Two anti-trust suits—the Schoenstadt circuit's for $5,400,000 and the Alamo Theatres for $1,750,000—have been scheduled for hearings before Federal Judge Sam Perry on May 5 and June 2, respectively.

Both suits are against the eight major film companies, Balaban and Katz and Warner Brothers theatres.

NFC Elects Savage

David Savage, manager of the WCBS-TV film department, has been elected vice-president of the National Film Council. The Council is now in its fourth year.

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Reversal Work Prints from Positives
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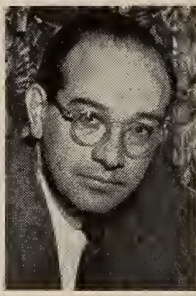
Responsible for First UA Profit in Five Years

Arthur Krim

Robert Benjamin

Matthew Fox

William Heineman


Max Youngstein

Arnold Picker

5 in RKO Theatres Stock Transactions

WASHINGTON, Jan. 8.—The Securities and Exchange Commission reports that five RKO Theatres officials have listed stock purchases made in October, as follows:

J. P. Dreibelbis, 200 shares; William W. Howard, 500 shares; Harold E. Newcomb, 100 shares; Thomas F. O'Connor, 500 shares; William F. Whitman, 100 shares. In all cases, the newly-acquired stock was all they held.

The W. E. Griffis Trust, controlled by Stanton Griffis, bought 500 shares of Paramount Pictures common in November, its total holdings. Griffis owns another 2,000 shares in his own name and 1,000 through the F. Griffis Trust.

Brownell Buys 300 Shares

George A. Brownell bought 300 shares of Loew's common, his entire holdings. A. Montague gave away 200 shares of Columbia common, leaving him with 6,131 shares and warrants for 10,954 more. Albert W. Lind sold his last 100 shares of Republic $1 cumulative convertible preferred during October. Harry Brandt bought another 100 shares of Trans Lux Corp. common during November, bringing his personally-held holdings to 101,115 shares, plus 17,700 shares through Harday, Inc., 1,200 shares through Brandt Foundation and 1,400 shares owned by his wife.

Dinner for Cantor Will Aid Israel

A $1,000 per plate dinner will celebrate Eddie Cantor's 60th birthday on Thursday evening, Jan. 31, at the Hotel Commodore, it was announced yesterday by David Kluger, chairman of the Eddie Cantor Birthday Committee which is composed of 200 distinguished figures in the civic, business and entertainment worlds.

In accordance with Cantor's wishes, admission to the dinner will be based on the purchase of a $1,000 (or more) State of Israel Independence Bond for each guest. Kluger estimated that the dinner will result in $2,000,000 in Israel Bond purchases. The actual cost of the dinner will be defrayed by a committee of personal friends of the guest of honor, Kluger said.

National co-chairmen and sponsors of the party include Barney Balaban, Jack Benny, Oscar Hammerstein II, George Jessel, Abel Green, William Morris, Jr., Spyros P. Skouras, and others.

Future is Bright for U.A.

(*Continued from page* 1)

said, "it was not until the last couple of days when reports came in from around the world that we were certain we finished 1951 with a substantial profit." He declined to divulge any figures.

Apart from the cooperation of exhibitors, who, Heineman said, "even offered the company when it was in serious trouble money we couldn't accept," it was the "teamwork" of the company's officers, according to Krim, that made the profit showing possible.

At a "progress report" press interview attended by the entire team of top UA officials, including Heineman, Benjamin, Fox, Max E. Youngstein and Arnold Picker, the UA president reviewed the financial rise of the company since that period of uncertainty when the new management took over last February.

'Losses Were Staggering'

"When we came in last Februrary," Krim said, "losses for the first nine weeks were staggering." He said that while the management did not expect these losses would be overcome, "the substantial nature of losses began to be abated" by May. "Black ink," he continued, "started in June and profit periods continued thereafter. The level of profits held up in both domestic and foreign sufficient to carry operations over the top by the year-end."

The cooperation which exhibitors gave the company reacted in the long run to the benefit of the exhibitors themselves as well as to the company, Krim said.

The profit showing only 10 months after the Krim-Benjamin-Fox group took over the company actually was a "by-product" of a concentrated effort, Krim said. A profit realization at this time was "not the target," he explained. Continuing, Krim explained further that the real target was achievement of reorganization of the company throughout the world "so we could do the best selling job with the pictures entrusted to us."

For the company's having hit this target, Krim paid special tribute to the efforts of vice-presidents Heineman, Youngstein and Picker. Youngstein is director of advertising-publicity-exploitation and Picker is foreign department chief.

Of the 16,000 shares of UA stock outstanding, 8,000 are equally divided between Mary Pickford and Charles Chaplin. Under their pact with the Krim-Benjamin-Fox group, the other 8,000 shares were placed in escrow and ownership of them could be acquired by the management group by showing a profit for UA in any one of the three calendar years from 1951 through 1953. The shares now in escrow will be distributed, after they are purchased, among Krim, Benjamin, Fox, Heineman, Youngstein and Picker.

'Fortuitous Circumstance'

"It was by fortuitous circumstance that we could achieve now what we expected in 1953 and secretly hoped for in 1952," Krim said.

Krim said "no comment" when asked to discuss trade reports that Louis B. Mayer might acquire a block of UA stock as part of a deal by which his future productions would be released through UA.

Krim, Benjamin and Youngstein will leave shortly by plane for the Coast where Youngstein will look over "four or six" more pictures for release, and Krim will confer further with Lew Wasserman of Music Corporation of America regarding a possible deal that would give a number of stars financial participation in pictures for UA release in which they would appear.

The UA president reported that of the $2,000,000 made available by Heller and Co. of Chicago for production financing, some $1,300,000 is today outstanding. The fund, Krim reminded, is a revolving one, and new loans from time to time "bring it back" to its original amount.

Heineman Reported

Heineman reported that 40 to 50 per cent of the product acquired by UA from Eagle Lion Classics with the take-over of the latter company has been liquidated. There is a two-year limitation on contracts for ELC reissues acquired, he said.

Other UA officials who were present at the interview were: Seymour M. Peyser, vice-president and general counsel; Seward I. Benjamin, secretary; A. E. Bollengier, treasurer, and Al Tamarin, publicity manager.

Lober, Picker Aid

(*Continued from page* 1)

quarters in Paris, where Smadja will remain to supervise the various branch managers stationed in principal cities throughout Europe.

$3-Millions to Eady Pool in First Year

LONDON, Jan. 8.—Total contributions collected from exhibitors in the 47 weeks from Sept. 10, 1950, when the Eady Production Pool was formed, to Aug. 4, 1951, was £1,195,908 ($3,338,542), an interim report by the British Film Production Fund reveals.

Of the sum collected, £858,900 ($2,404,920) has been paid to producers. Five per cent of the total has been made available to the Childrens Film Foundation, Ltd.

The results indicated that extremely few theatres defaulted in payments to the Pool under the voluntary scheme, designed to give financial aid to British producers. Collections indicate that Britain's 4,300 theatres made a weekly average payment into the Pool of slightly under £6 ($16.80).

Leaves B.F.P.A. Post

LONDON, Jan. 8.—Sir Duff Cooper, former Cabinet Minister and Ambassador to France, has resigned as representative of the British Film Producers Association in Paris, which he undertook in August, 1949. BFPA states the task for which Sir Duff was appointed has been completed.

W.B. Sells to Rank

LONDON, Jan. 8.—Warner Brothers, whose pictures normally play the Associated British Cinemas Circuit in which it has a large financial stake, has booked three films to the Rank Organization theatres. They are "Come Fill the Cup," "Painting the Clouds with Sunshine" and "Tomorrow Is Another Day."

UA Claims Record

LOS ANGELES, Jan. 8.—An all-time high local United Artists box-office record is claimed for John Huston's "The African Queen," the Humphrey Bogart-Katharine Hepburn color by Technicolor starrer, at the Fox Wilshire Theatre here for the first week of its Academy Award pre-release premiere. The picture grossed $7,640 over its first weekend and this went to a record $7,990 over the second weekend.

Craft Earnings Up

HOLLYWOOD, Jan. 8.—Weekly earnings of studio craft unions averaged $103.04 during November, which compared with $102.92 for the year before, according to the monthly bulletin of the California division of internal revenue.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 7 NEW YORK, U.S.A., THURSDAY, JANUARY 10, 1952 TEN CENTS

Reach Final Agreement on Loew's Decree

To Be Presented to N.Y. Statutory Court, Jan. 23

WASHINGTON, Jan. 9.—The Justice Department and Loew's have reached a final agreement on a proposed consent decree, and will present it to the New York Statutory Court on Jan. 23.

Justice officials said a hearing had been set for 4:30 on that date. They emphasized that while Justice and Loew's have reached an agreement, the company must still clear the decree through the U. S. Bureau of Internal Revenue, and that it is still possible some delay might result from this step.

Participants in the negotiations refused to discuss details beyond saying that Loew's had a "special problem" in carrying out divorcement and that this had been dealt with in the decree. Indications were that the proposed decree might be made public early next week, in pursuance of a Justice Department

(*Continued on page 6*)

20th-Fox Delegates Pledge Top-Notch Distribution Effort

Following the program presented by 20th Century-Fox director of distribution Al Lichtman last Monday at the company's sales meeting here, delegates yesterday "pledged themselves to a top-notch distribution effort, embracing all of the tenets of merchandising promulgated at the June convention when a merger of sales and advertising took place," a company statement reported. Yesterday's session was devoted to a "merchandise clinic," clearing the decks for

(*Continued on page 6*)

'Victory' Claim Made By Greene Group

A claim of waging "a victorious campaign" was made here yesterday by a spokesman for David J. Greene, Wall Street financial advisor who led the proxy battle against RKO Theatres management.

The claim came on the eve of today's reconvened annual stockholders meeting in Dover, Del., when the tabula-

(*Continued on page 6*)

Paramount Event: Today at Radio City Music Hall, Cecil B. DeMille's THE GREATEST SHOW ON EARTH (Tech.) starts its World Pre-Release Engagement—forecasting the greatest grosses this industry has yet seen. . . . (Advt.)

68 Players Entertained 168,000 of Armed Forces

HOLLYWOOD, Jan. 9.—Some 68 Hollywood film personalities have returned here after giving 192 shows to 168,000 members of the Armed Forces for which four separate troupes covered over 60,000 miles in the far-flung corners of the world, in the areas of Korea, Japan, Newfoundland, Greenland, Iceland, Europe, North Africa, Alaska, and all over the Caribbean.

They departed from here on Dec. 20, by plane. It was the largest overseas entertainment project yet organized by the industry's Hollywood Coordinating Committee.

The players and the locations where they entertained the Armed Forces are as follows:

Korea-Japan: Paul Douglas, Julia Adams, Raymond Burr, Yvette Dugay, Johnny Grant, Piper Laurie,

(*Continued on page 6*)

WB Sees No Need To Aid Skiatron After Phonevision

Warner Brothers, which furnished product for last year's Phonevision test, is not expected to make its films available for the projected Skiatron subscription home television test in New York City. It thus became the first major company to indicate a switch in policy on the pay-as-you-see home television experiment.

The change in WB's position was explained by a company spokesman who said he felt WB has already sufficiently explored the medium in the Chicago test. He saw no particular purpose in the Skiatron test as far as major film companies are concerned, pointing out that the Federal Communications Commission has yet to define public policy on subscription vision.

Film companies, he argued, are being put in a position of supplying film for subscription television without knowing whether the FCC will rule that the medium is against public

(*Continued on page 6*)

Judgements Entered In Percentage Suits

WAYNESBURG, Pa., Jan. 9.—Judgment was entered here in each of the separate actions brought last July by eight distributors against John and Werner Lund in the Court of Common Pleas of Green County. The various actions alleged that the defendants had defaulted on an agreement to pay the amount agreed upon in full settlement of claims based on unreported receipts.

Theatres involved are the Lund in

(*Continued on page 6*)

Hit 'Pressure' Unit's Attack On Kramer

Industrywide Fight on 'False Criticism'

With the Motion Picture Association of America and the Council of Motion Picture Organizations yesterday giving their full support to Stanley Kramer against an attack by a Coast pressure group, the fight against such outside groups virtually became industrywide among top echelon film organizations, excluding exhibitor groups. Previously, the Association of Motion Picture Producers, the Independent Motion Picture Producer's Association and the Society of Independent Motion Picture Producers rallied to Kramer's support.

Aroused filmdom quickly aligned itself in the fight started by Kramer, producer of "Death of A Salesman," who this week filed a $1,000,000 libel suit on the Coast against the Wage Earners Committee of

(*Continued on page 6*)

Reeve Sees A Cut Of 33 to 40% in FilmShippingCosts

A reduction in the weight of film containers by the use of containers made of lighter materials would result in a saving of from 33 to 40 per cent in shipping costs, it is disclosed in a report to the Theatre Owners of America by Henry Reeve, exhibitor of Menard, Texas, president of the Texas Theatre Owners, Inc.

Reeve declares his plan can be beneficial particularly to the many smaller operators situated far from exchange centers to whom film trans-

(*Continued on page 6*)

2,000 Expected at Jan. 20 Communion

More than 2,000 Catholics in the New York area are expected to attend the motion picture industry's second annual Corporate Communion and Breakfast to be held on Sunday, Jan. 20. They will attend the nine o'clock Mass at St. Patrick's Cathedral, to be celebrated by Francis Cardinal Spellman. The Rev. James

(*Continued on page 6*)

See Enough Equipment, Film in 1952

WASHINGTON, Jan. 9. — There should be enough equipment and film produced to satisfy the film industry's needs during 1952, James Frank, deputy director of the motion picture and photographic products division of the National Production Authority, said here today. This, despite previous pessimistic predictions from many Federal sources.

Frank told the Washington Film Council that NPA would "try to maintain a reasonably high level" of production in spite of increasing shortages in critical materials. The worst shortages, he said, would be in nickel, copper and brass and cobalt.

John V. Waller, Bell and Howell branch manager, bore out Frank's 1952 outline when he told the Council that his company would be able to make enough motion picture equipment to satisfy all government and commercial demands during the year.

See Virtual Stop to Commercial Building in Second Quarter of Year

WASHINGTON, Jan. 9.—If Federal curbs on theatre construction can get any tighter, it will happen in the second quarter of this year.

The National Production Authority announced today that increasing military demands and the dwindling supply of critical materials will put a virtual stop to all industrial and commercial construction during that quarter.

NPA officials said, however, that controls on theatre building and other recreational facilities are already so tight that the new curbs will have only a minor impact on theatre building.

NPA has been approving theatre projects only if they used very small amounts of critical material, if the material was already on hand, if the project was essential to furnish recreation to military personnel or defense workers, or if a denial created a "severe economic hardship" on the applicant.

Delay Shea Hearing Until Jan. 23 Here

The hearing on Dorothy Shea's petition for an accounting of the Maurice A. Shea Trust was postponed in Bronx Surrogate Court from yesterday to Jan. 23.

The petition of Dorothy Shea, wife of Gerald Shea, president of Shea Enterprises, names E. C. Grainger and Edward C. Raftery of the law firm of O'Brien, Driscoll & Raftery as sole surviving executors and, with Thomas E. Shea, as trustees of the estate. Dorothy Shea is a daughter of the late M. A. Shea, founder of the Eastern circuit. Grainger, until recently general manager of the Shea circuit, is now engaged in contract litigation with the company.

Personal Mention

R. ELMER BAULCH, president of Crescent Amusement Co., has been elected vice-president of the Nashville Chamber of Commerce.

•

HOWARD DIETZ, M-G-M vice-president and director of advertising, publicity and exploitation, and SI SEADLER, advertising manager, left here last night by plane for the Coast.

•

DR. C. E. KENNETH MEES, vice-president in charge of research for Eastman Kodak, celebrates his 40th anniversary with the company this month.

•

M. L. SIMONS, home office aide of H. M. RICHEY, M-G-M exhibitor relations head, returned to his desk yesterday following a week's illness.

•

NATE BLUMBERG, president of Universal Pictures, will leave here for the Coast around the end of the month.

•

FRED HERKOWITZ, RKO Theatres publicist, will be married tomorrow to IRMGARD HAUSER in Newark.

•

SAMUEL PINANSKI, president of American Theatres Corp. of Boston, has been named a director of the Brookline Trust Co. at Brookline, Mass.

•

GEORGE SCHNEIDER, head of the M-G-M music library, was elected to the board of the American Music Library at its meeting in Rochester, N. Y., which he attended. He returned to the Coast yesterday.

•

I. G. GOLDSMITH, producer, and his wife, writer VERA CASPARY, will arrive here from Hollywood on Monday and will stay two weeks before going to Europe.

•

MRS. FRED MOHRHARDT, daughter of SAM DEMBOW, is the mother of a boy, her first child.

•

LOUIS ASTOR, Columbia circuit sales executive, will return to New York on Monday from Chicago.

•

ARTHUR FREED, producer, is scheduled to leave here for the Coast at the end of the week.

Co. Heads Plan to Attend Fla. Meet

Presidents and top executives of at least five major companies yesterday said that they planned to attend next week's top level meeting in Miami Beach, Fla., tentatively set between Tuesday and Friday.

Ned E. Depinet, president of RKO Pictures, said that he did not know exactly what date the confabs would begin on industry problems, but that he expected to leave New York early next week.

Already in Florida are Albert Warner, vice-president of Warner Brothers, and Jack Cohn, executive vice-president of Columbia Pictures. A spokesman for Nicholas M. Schenck, Loew's president, said he would attend, while Barney Balaban, president of Paramount Pictures Corp., said he was undecided. John J. O'Connor, vice-president of Universal, will represent president Nate J. Blumberg at the talks. Blumberg is recuperating from a recent illness. Y. Frank Freeman, Paramount studio head, now in New York, also plans to attend the meetings.

The agenda is said to be very general, covering all phases of the industry, among them studio costs, labor relations, the foreign situation and public relations.

Mayer to Leave for Europe on March 11

Arthur L. Mayer, who insists he intends to resign as executive vice-president of the Council of Motion Picture Organizations, will sail from here for Europe on March 11. The two-month trip, according to Mayer, will be a mixture of business and pleasure.

While abroad, Mayer, who is president of Mayer-Kingsley, Inc., plans to view new foreign product.

29 Para. Branches Top Drive Quotas

Final results of the Paramount sales drive, concluded this week, show that 29 domestic and Canadian branches went over their quotas, with New Haven and Saint John, Canada, scoring top sales marks.

Held this year in honor of E. K. O'Shea, vice-president of Paramount Film Distributing Corp., "Booker-Salesman's Month" is an annual drive, second in importance only to "Paramount Week."

In expressing his appreciation for the tribute, O'Shea told the field sales force, ". . . . By doing a job for me and yourselves you have performed a great service for our company. The hard work that went into getting these bookings stands out as a shining example of what can be done. My sincere thanks to you all."

'306' Elects Gelber; Kunzie A New 'V.P.'

Herman Gelber has been reelected president of Projectionists Local No. 306, IATSE, defeating vice-president Harry Storin and William Salke. Al Kunzie has been elected vice-president, replacing Storin. S. D'Inzillo and Harry Garfman were reelected business agents; Ernest Lang, recording secretary; Izzy Schwartz, financial secretary, and Abe Kessler, treasurer.

Bill Would Forbid TV In N.Y. State Courts

ALBANY, N. Y., Jan. 9.—State Senator Flint Williamson, chairman of the judiciary committee, today introduced a bill making it a misdemeanor to televise a trial or proceedings in any court of record or not of record, which is part of the judicial system of the State.

Theatres Can Raise Soft Drink Prices

Washington, Jan. 9. — The Government has authorized soft drink retailers to raise prices a penny a bottle on single bottle sales if their costs have gone up a half-cent a bottle.

An Office of Price Stabilization regulation also allows manufacturers to reduce sizes of bottles if they want, instead of raising prices.

Thousands of film houses dispense soft drinks.

B'nai B'rith Tribute Tomorrow Night

Entertainment industry leaders and members of Cinema Lodge of B'nai B'rith and their guests will pay tribute at the Hotel Plaza here tonight to Richard Rodgers and Oscar Hammerstein II at a special non-fund-raising meeting of the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. Senator Estes Kefauver of Tennessee will be the key speaker.

In a special feature of the evening, a group including Robert Vogeler, American businessman held captive by the Communists in Hungary; Dr. William Jansen, superintendent of New York City schools; Monte Irvin, infielder of the New York Giants; Ezio Pinza, star of stage, screen and television; sportscaster Mel Allen, radio commentator Ben Grauer, and others, will participate in the presentation of "Our Children's Tomorrow," a documentary on the civil rights theme. Martin Levine, president of Cinema Lodge, and Harry Brandt, chairman of the event, will preside.

Lewis Testimonial Here Tomorrow

A testimonial dinner will be given to Chick Lewis at the Hotel Astor here tomorrow night for his efforts in behalf of the Will Rogers Memorial Hospital, of which he is executive vice-president, and in behalf of Variety International, of which he is "press guy."

Invited to the dais are: Al Schwalberg, Charles Reagan, Maury Goldstein, Arthur Krim, Al Daff, Ned Depinet, Robert Mochrie, Charles Feldman, Joseph R. Vagel, Sol A. Schwartz, Samuel Rosen, Harry Brandt, Max A. Cohen, David Weinstock, Edward N. Rugoff, Richard Walsh, Herman Robbins, Arthur L. Mayer, Marc Wolf, Fred Schwartz, Edgar Mayer, Mrs. Lewis, Herb Shriner, William McCraw, William German, Sam Rinzler, Si Fabian, Leonard Goldenson, Max J. Switow, Abe Montague.

Plans New Indian Film

LONDON, Jan. 9.—Kenneth McEldowney, producer of Jean Renoir's "The River," will leave here shortly for India in connection with his next film, "The Keddah," which will deal with elephant hunting in Mysore.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

the greatest

reviews any

motion picture

ever received

....

... "ACCLAIMED" ...

It must be acclaimed a film that whips you about in a whirlpool close to the center of life.

—**BOSLEY CROWTHER**
N.Y. Times

... "EXALTED" ...

. . . one of the richest experiences our town offers!

—**ALTON COOK**
N.Y. World-Telegram & Sun

... "SHATTERING" ...

Shattering emotional revelations . . . a major movie event.

—**OTIS L. GUERNSEY, JR.**
N.Y. Herald Tribune

... "BEST-RATING" ...

...With this picture, the Stanley Kramer Company, which has consistently maintained its canny pace one step ahead of the crowd, takes two giant strides forward.

—**ARCHER WINSTEN**
N.Y. Post

COLUMBIA PICTURES
presents
STANLEY KRAMER'S
production of

Death of a

... "HIGHEST RATING" ...

I'm sure (Fredric March) will be considered for an award.

—**KATE CAMERON**
N.Y. Daily News

... "ALL-EMBRACING" ...

It overflows with an all-embracing tenderness and sympathy!

—**JESSE ZUNSER**
Cue

... "TERRIFIC" ...

Fredric March registers the most brilliant performance of his career . . .'DEATH OF A SALESMAN' scores on the emotions as few pictures ever do.

—**FRANK QUINN**
N.Y. Daily Mirror

... "POWERFUL" ...

. . . emotion shattering . . . bound to be listed among the year's finest.

—**ROSE PELSWICK**
N.Y. Journal-American

.. "PRIZEWORTHY" ...

At the close of the picture, the whole big housefull applauded . . . a splendid addition to the list of the year's best pictures!

—JANE CORBY
Brooklyn Eagle

... "MUST SEE" ...

It is a must see...Fredric March starred as Willy Loman in one of the great film performances of the year . . . shattering in its emotional impact . . . A memorable film experience. —*Variety*

... "BRILLIANT" ...

A distinguished motion picture achievement in every sense . . . one of the year's best films.

—LOWELL E. REDELINGS
Hollywood Citizen-News

... "MASTERPIECE" ...

A dramatic masterpiece . . . gripping entertainment . . . Fredric March surely ranks as a leading contender in the awards tournament. —*Hollywood Reporter*

Salesman

starring **FREDRIC MARCH**

with Mildred Dunnock · Kevin McCarthy
Cameron Mitchell · Howard Smith
Screen Play by STANLEY ROBERTS • Based upon the Play by ARTHUR MILLER
...as produced on the stage by Kermit Bloomgarden and Walter Fried
Directed by LASLO BENEDEK

... "SENSATIONAL" ...

. . . Kramer merits the accolade

—EDWIN SCHALLERT
L.A. Times

... "BRILLIANT" ...

Fredric March's 'Willy Loman' a brilliant rendition . . . immediately sets him up for consideration in the matter of masculine acting honors and awards.

—*Film Daily*

. "ELECTRIFYING" ...

Fredric March has easily accomplished one of the year's most electrifying performances.

—HOWARD McLAY
L.A. Daily News

... "MATCHLESS" ...

Fredric March turns in a performance of matchless brilliance. Richly rewarding. —*Motion Picture Daily*

Reeve Sees

(*Continued from page* 1)

port costs are a serious overhead consideration.

"Film carrying containers today are identical to the ones used in 1922," Reeve pointed out. "In the last 18 months we know how largely the industry's print situation has been changed to acetate-non-inflammable stock," he added. "Why, then, the continued use of unnecessary heavy cans in view of the modern scientific development of plastics, veneers, and many light weight metals?

Gives Concrete Example

"A varying transportation saving of 33 1-3 to 40 per cent is possible to theatre owners on single and two-reel subjects—and a considerable saving on larger shipments—not at all a small item to small-town theatres which are today paying $100 and upward each month on 200-mile hauls—and more and more as exchange distance increases," Reeve continued.

"A concrete example can be definitely set forth. In my home theatre the twice-weekly newsreel usually comes out in a metal can—total weight of shipment being 10 pounds—the cost, 52 cents each way, or a total of $1.04 for each issue. Sometimes the shipment is in a common cardboard container—weight five or six pounds—round-trip cost, 60 cents.

"All shorts are now on acetate, and while it is true that no figures are at hand for feature shipments as yet, a proportional saving is possible. Even the application of this plan to short subjects only would make a substantial saving to the individual exhibitor.

"Incidentally, the fact that our government is greatly concerned over the metal situation is another prime consideration.

"There is no question that investigation and experimentation should be made. An immediate change might not be feasible, because it has taken some time to effect the present acetate status.

"Such a reduction in weight would certainly result in a most helpful economy in theatre operation—in overhead reduction which we well know is steadily becoming a more and more necessary item in healthy theatre operation," Reeve concluded.

Judgments Entered

(*Continued from page* 1)

Carmichaels, Pa., Rialto in Daisytown, Park, in Clarksville; Arcadia, Marianna; Family Mather; Circle, Bobtown, all in Pennsylvania, and the Grand Opera House in Buckhannon, West Virginia. Judgments entered in the various actions with interest, aggregated $21,064.

Reed, Smith, Shaw and McClay of Pittsburgh, and Montgomery, Thompson and Baily of Waynesburg, represented the distributors, with Sargoy and Stein of New York, of counsel.

Loew's Decree

(*Continued from page* 1)

policy of giving the industry a chance to look over the decree in advance of the court hearing.

Loew's decree is the last one sought by the Department of Justice against major companies in its drive to divorce exhibition from distribution and production.

Hit 'Pressure' Group's Attack

(*Continued from page* 1)

the U.S.A., a Los Angeles group that had attacked Kramer as being "notorious for his Red-slanted, Red-starred films."

Eric Johnston, president of the Motion Picture Association of America, yesterday commended the three Hollywood organizations for hitting back at self-appointed groups which irresponsibly attack the film industry.

"This is a policy which the whole industry will pursue with vigor," said Johnston.

'Resent False Attacks'

"Our industry never objects to honest criticism but we do resent false attacks.

"One of the things of which Hollywood is proudest is the fact that in none of the investigations has there been any evidence of Communist propaganda in motion pictures.

"Our industry is proud of this record. It is proud of its Americanism."

In a wire sent yesterday to Kramer in Hollywood for the Council of Motion Picture Organizations, Arthur L. Mayer, COMPO executive vice-president, said:

"Please be assured Council of Motion Picture Organizations heartily indorses your courageous action against Los Angeles pressure group and pledges its wholehearted support to help you fight this issue to successful conclusion. Combatting false accusations against patriotism of motion picture industry is one of COMPO's major activities, notwithstanding partial reports of COMPO's public relations program which may have given contrary impression. If there is anything we can do to help you in this action please feel free to call on us. You are at liberty to make any use you desire of this message."

WB on Skiatron

(*Continued from page* 1)

policy. Another point in his argument was the question of what has happened to Phonevision since its Chicago test in January. Phonevision, like other systems, such as Skiatron and Telemeter, of which Paramount owns a half interest, are still awaiting the FCC's declaration of policy.

Paramount Only One

Of the major companies, Paramount is the only one to date to publicly announce its intentions of supplying films for the Skiatron test. Paramount felt it would be "discriminatory" not to participate in the Skiatron demonstration after it had supplied film for the Phonevision test. Twentieth Century-Fox and Universal, which did not furnish films for Phonevision, indicated that they will not participate in the Skiatron test. RKO Pictures said it was considering Skiatron's bid.

On the issue of the sale of films to home television, the Warner Brothers spokesman stated he saw no change in the company's policy in the near future of not supplying pictures for television. Similiar statements were made by 20th-Fox, Metro-Goldwyn-Mayer, RKO Pictures, Columbia, and Universal, in response to a call by Jack Kirsch, president of Illinois Allied, that all major companies announce their "films-for-TV" position.

Distribution Effort

(*Continued from page* 1)

the presentation of advertising, publicity and exploitation plans today.

During the past three days, branch and division managers have been holding round table discussions based on material and statistics brought in from the field to set up an exchange of merchandising ideas for the improvement of business throughout the country.

Planning was done for the year's line-up of pictures, which Lichtman had presented to them in previous sessions of the convention.

During the sessions yesterday, discussions were led by Lichtman, W. C. Gehring, executive assistant general sales manager; and Edwin W. Aaron and Arthur Silverstone, assistant general sales managers.

Greene Group Claim

(*Continued from page* 1)

tion of the proxies is expected to be completed. The Greene spokesman here, while acknowledging that he did not know the exact number of proxies for the Greene group, claimed that the results thus far indicate that Greene will win two seats on the board of directors. He further claimed that was what the Greene group sought when it began its proxy battle for "representation" on the board.

With Sol A. Schwartz, RKO Theatres president, and other company executives already in Dover, comment from management on the Greene claim of winning two seats could not be obtained. In addition to selecting a board, the stockholders will vote on management's proposal to increase the board from five to six members.

Following election of the board, the directors are expected to meet shortly afterwards to elect officers of the company. Present officers are slated to be reelected even if the Greene opposition group wins two seats because a majority control would still rest with the management group and trustees for the Howard Hughes' RKO Theatres stock.

Peerless Deals Over $500,000

Contracts to show 26 Peerless features on television have been signed in Los Angeles, San Francisco, Salt Lake City, Dayton, Chicago, Atlanta, Cleveland, Philadelphia and Milwaukee, George T. Shupert, vice-president of Peerless Television Productions, Inc., has announced.

The deals for the old films, it was added, have already passed the $500,000 mark.

Drive-In Meet Set For Kansas City

Kansas City, Jan. 9.—National Drive-in Theatre Owners convention is set for March 4-6 here in conjunction with the annual spring convention for both outdoor and conventional theatre owners of the Allied Independent Theatre Owners of Kansas and Missouri. Events will be at Continental Hotel, including the equipment show.

Communion

(*Continued from page* 1)

Keller, M.M., head of the Christopher movement, will be the principal speaker at the breakfast which will be held in the Waldorf Astoria.

The Communion Breakfast idea, which originated in the New York area last year, this year has spread to Toronto and Los Angeles. Industry employes in the Toronto area will hold their Breakfast in the Royal York Hotel on the same date as the New York group. The Los Angeles Breakfast is set for February.

The sponsoring committee in the New York area, composed of representatives of each company and organization in the industry, includes:

Frank J. Alford, William E. Barry, Martin Bennett, Marguerite Bourdette, Frank Bryan, Frank E. Cahill, Jr., Francis X. Carroll, Pat Casey, John Confort, Robert W. Coyne, Thomas Crehan, William Cronin, Jack F. Dailey, John Dervin, Edward C. Dowden, Joseph Eagan, James M. Franey, Joseph M. Geoghan, Edmund C. Grainger, James R. Grainger, William J. Heineman, Walter F. J. Higgins, John Hughes, James D. Ivers, John Kane, Austin C. Keough, Mrs. James Looram.

Also, Thomas J. Martin, Peter J. Mooney, Paul C. Mooney, Sr., James A. Mulvey, John F. Murphy, William P. Murphy, Thomas Murtha, Joseph A. McConville, Joseph McMahon, William J. McShea, L. Douglas Netter, Jr., John J. O'Connor, Thomas F. O'Connor, Paul D. O'Brien, Robert H. O'Brien, Joyce O'Hara, Edward K. O'Shea, Martin Quigley, Charles M. Reagan, George J. Schaefer, Bert Sanford, Edwin J. Smith Jr., Gael Sullivan, Nick Tronolone, Frank C. Walker, Richard F. Walsh, William A. White, Rev. Patrick J. Masterson.

68 Players

(*Continued from page* 1)

Richard Morris, Jane Nigh, Molly Picon, Jacob Kalich, Mala Powers, Jan Sterling, Beverly Tyler, Bob Norris, Buddy Thilman, Jimmy Cook, Jack Statham, Jimmy Saunders and Keith Andes.

Alaska: Ray Milland, Jean Darling, George Dolenz, Virginia Hall, Leonid Kinksey, Irene Martin, Ava Norring, Akim Tamiroff, Gloria Foster, Harry Kahne, Vivian Marshall, Channing Pollock, Joyce Wellington, Oliver Harris, Chich Mercado, Robin Devour and Bill Loyd.

Europe-Africa: Keenan Wynn, Lionel Ascher, Betty Butler, Carleton Carpenter, Carolina Cotton, Arthur Loew, Jr., Walter Pidgeon, Barbara Ruick, Audrey Totter, Robert Tucker and Elsie Gould.

Caribbean: Bob Hawk, Richard Allen, Harry Brown, Harry Tyler, Joyce McKenzie, Helene Stanley, Beverly Taylor, Shirley Taylor, Patti Taylor, Raymond Walburn, Joy Windsor, Zachary Scott, Frank D'-Amore, Frank Nelson, Edward Edell, Edgar Roemheld, Maurice Diefenbach, Kenneth Hume, Pat Moran, Frank Rio and Larry Rio.

Cold Cuts Grosses

Salt Lake City, Jan. 9. — Cold weather, in some places 40 below zero, plus ice and snow, has cut theatre attendance in the Salt Lake exchange area. At Fairview, Utah, the roof of the Fairview Theatre was crushed.

'Family Nights' No Stimulant in Albany

Albany, N. Y., Jan. 9.—"Family Nights" may be good industry and community public relations but they will not raise grosses in areas like Albany, said Charles A. Smakwitz, Warner zone manager here. He stated that the only promotions of such type which might benefit the box-office would be "50th Wedding Anniversary Nights," "Old Fiddlers Nights," and the like.

E. Pa. Head Reports On Complaints

PHILADELPHIA, Jan. 9.—Some 45 exhibitors from this territory today heard Eastern Pennsylvania Allied president Sidney E. Samuelson detail an account of his meetings with sales executives of the film companies in New York and with Department of Justice officials in Washington in an attempt to halt alleged discrimination in film rentals in this area. However, he requested press representatives to keep his report "off the record," alleging that statements and commitments made to him by the sales heads were confidential and were in reply to specific grievances outlined by him on the basis of complaints from members of his organization.

Cunningham in New Columbia Ad Post

John Cunningham, who joined Columbia in Oct., 1950, as special assistant for advertising to the advertising-publicity director, has been named creative advertising manager by the company.

Before joining Columbia Cunningham was associated with the advertising agency of Huber, Hoge and Son. Prior to that he was a member of Warner Brothers advertising department and has held posts with the Buchanan Agency and with Donahue and Coe.

Shumow Leaves W.B.; Succeeded by Lefko

CHICAGO, Jan. 9.—A. Jack Shumow has resigned as Chicago branch manager for Warner Brothers Pictures, it was announced here today. George Lefko, veteran film executive who has been Warner Brothers assistant branch manager here since last March, has been promoted to fill the vacancy left by Shumow's resignation.

L. J. Malcolmson Dies

TORONTO, Jan. 9.—L. J. Malcolmson, father of Mrs. James R. Nairn, died in Toronto Western General Hospital after a brief illness. Born in Hamilton, Ont., in 1870, he was identified with theatres there before moving here in 1935. Mrs. Nairn is the wife of the advertising director of Famous Players Canadian Corp.

Dressell's Mother Dies

STOCKTON, Cal., Jan. 9.—Mrs. Sara Dressell, 64, mother of C. Fay Dressell, RKO Radio's branch manager in Minneapolis, died here following a holiday visit to her son. Dressell is accompanying the body to Minneapolis for burial.

Reviews

"Room for One More"

(*Warner Brothers*)

A MERRY TALE of family life made boisterous and unpredictable by a brood of five bouncing youngsters is essayed in "Room for One More." The picture is delightfully different and refreshing and is endowed with solid entertainment substance. Its appeal is for all members of the family and as such it should do very well at the box-office.

Cary Grant and Betsy Drake enjoy the leads as the parents of three children. Miss Drake plays the mother whose heart is much bigger than her sense of practicality. Thus every stray dog or cat finds a haven in her house. As for children, she decides to adopt one more and then still another. Thus the household throbs with activity, confusion and an assortment of dramatic problems. As the man of the family, Grant manages to save himself from the enveloping madness by a hearty sense of humor.

An immense contribution to the picture's lusty humor is made by George Winslow, a mere wisp of a youngster, who utters mature expressions in a deep-throated voice.

Entanglements ensue in the screenplay by Melville Shavelson and Jack Rose, when Miss Drake adapts Iris Mann, a disturbed adolescent. Another family crisis develops when Miss Drake adopts Clifford Tatum, Jr., a cripple described as retarded.

The story relates to incidents which go toward the rehabilitation of both youngsters. In the course of this there are many heart-warming moments. As the two other children in the story who bring the total to five, Malcolm Cassell and Larry Olsen provide their share of mirthful confusion. Grant delivers a running series of popping gags, some quite on the sophisticated side.

Henry Blanke produced and Norman Taurog directed.

Running time, 98 minutes. General audience classification. Release date, Jan. 26.

MANDEL HERBSTMAN

"Pals of the Golden West"

(*Republic*)

ROY ROGERS plays a crack border patrol trouble-shooter who has his hands full with criminals smuggling cattle across the Mexican border and thus creating the threat of the hoof and mouth disease. The picture has its full quota of flights, pursuits, fisticuffs and gunplay, all of which should amply satisfy the fans.

Against the background of the usual Western skullduggery, the story has an angle of a crusading newspaper. Dale Evans plays the fearless reporter, while Estelita Rodriguez plays the newspaper publisher and Pinky Lee the clownish photographer. The heavies of the picture, played by Anthony Caruso and Roy Barcroft, perform their smuggling under the cover of sandstorms.

A prolonged battle takes place before Rogers brings the culprits to justice. For a time the motives of Rogers are misunderstood by Miss Evans but that finally is straightened out. Edwardo Jimenez portrays the youngster orphaned by the criminals.

Songs are provided by almost all of the principals, and among them are "Pals of the Golden West," "You Never Know When Love May Come Along," "Slumber Trail," and "Beyond the Great Divide."

William Witney directed from the screenplay by Albert DeMond and Eric Taylor. Edward J. White was associate producer.

Running time, 68 minutes. General audience classification. Release date, Dec. 15, 1951.

M. HERBSTMAN

Meet on UK Ticket Tax in London

LONDON, Jan. 9.—The four trade organizations, representing producers, distributors, exhibitors and specialized film producers, have been invited by Customs and Excise authorities to meet tomorrow for a discussion of the entertainment tax.

Cinematograph Exhibitors Association is the only one of the four which has presented suggestions for changes in the tax in advance of the meeting.

Fernando Gimenez, 53

Fernando Gimenez, 53, who has been in charge of the Spanish titling department of the foreign division of RKO Radio since 1935, died Tuesday afternoon at his home in New York after a prolonged illness.

Prior to joining RKO he was a free-lance translator and title writer. Surviving are the widow, Catherine, and two children. Funeral services will be conducted tomorrow from the Walter B. Cooke Tremont Avenue funeral home.

DeMille Sees AFRA Handicap Dissolved

Cecil B. DeMille, here from Hollywood for the opening today at Radio City Music Hall of his Paramount production, "The Greatest Show on Earth," said he believed that under the Taft-Hartley Law he is entitled to return to radio as a regular performer without making any concessions to the American Federation of Radio Artists which a few years ago barred him from membership when he refused to pay an assessment intended for use in a political campaign.

Asked why he had not returned to radio as a regular performer, DeMille replied: "No one has invited me." He referred to a program sponsor.

Part of DeMille's personal promotion effort in behalf of "The Greatest Show on Earth" will be given over to radio broadcasts. He explained that this in no way alters his long-standing dispute with AFRA since he will not receive compensation for the broadcasts.

NEWS in Brief . . .

Snader Sales, Inc., has opened its fifth major sales office in Cleveland with the appointment of Robert Blair as sales representative for the Ohio Valley area.

Blair is a former market research field executive and media buyer. Prior to joining Snader, he was regional manager of the Midwest territory for *Iron Age* and is now president of the Northeastern Ohio Chapter of the American Marketing Association.

●

CINCINNATI, Jan. 9.—The report on the National Collegiate Athletic Association's experimental television program is due to be announced here this week at the annual NCAA meeting at the Netherland Plaza.

●

CLEVELAND, Jan. 9.—Election of officers of Local B-5, IATSE for a two-year term, 1952-1954 resulted in the return of John C. Wein as president for the 12th term since the local was organized in 1937. Others elected are: Vice-president, George Sendry; recording secretary, Oscar Adelman; financial secretary and treasurer, Harry Lyman; business agent, John Wein.

The executive board consists of Joe Bernstein, Justin Compton, Oscar Adelman, Harry Schoenberg, Frank DeFranko, George Sendry and Pearl Geib.

●

CAMDEN, N. J., Jan. 9.—The appointment of Hollis D. Bradbury as national manager of film recording sales of the RCA Engineering Products Department was disclosed here by RCA. A veteran of 24 years in the engineering, service and sales activities of RCA, he was formerly Eastern manager of film recording sales, with headquarters in New York.

At the same time, RCA appointed Everett Miller of Bronxville, N. Y., to succeed Bradbury as Eastern manager of film recording sales.

●

Twentieth Century-Fox will give a special party for children of trade press representatives, magazine and newspaper contacts, columnists and radio and TV personalities Saturday afternoon at the 20th Century-Fox Little Theatre here in connection with the visit of Loretta North, winner of the title "Miss Kangaroo" in an Australian beauty contest that was held there in conjunction with the production of "Kangeroo."

●

TORONTO, Jan. 9.—The "Curtain at 8:30" policy for special film productions every Thursday night with all seats reserved at 75 cents has been introduced at 45 theatres in Ontario, this being the idea evolved by Nat Taylor, president of 20th Century Theatres, and his wife, Yvonne Taylor, who operates the International and Towne Cinemas as art theatres here. Candy bars and popcorn machines are closed for the "high-hat" performances and theatre managers will wear dinner jackets.

Left £415,448

LONDON, Jan. 9.—The personal estate of Mrs. Catherine S. Maxwell, widow of John Maxwell, former Associated British Picture Corp. chairman, was valued at £415,448 ($1,163,254) in her just-published will. Mrs. Maxwell's daughter is the wife of Sir Philip Warter, present A.B.P.C. chairman.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Dec. 2	(Dec. Releases) **TEN TALL MEN** (Color) Burt Lancasier D—97 min. (Rev. 10/25/51)	**THE GREAT ADVENTURE** Dennis Price Jack Hawkins D—75 min. (5021)	**THE LIGHT TOUCH** Stewart Granger Pier Angeli D—110 min. (Rev. 11/7/51)	**TEXAS LAWMEN** Johnny Meck Brown O-54 min. (5146)		**THE WILD BLUE YONDER** Wendell Corey Vera Ralston D—98 min. (Rev. 11/30/51)			(Philip A. Waxman) **THE BIG NIGHT** John Barrymore, Jr. D—75 min. (Rev. 11/9/51)		**STARLIFT** Doris Day Gordon MacRae MC—103 min. (109) (Rev. 11/1/51)
Dec. 9	**THE FAMILY SECRET** John Derek Lee J. Cobb D—85 min. (Rev. 10/19/51)		**CALLING BULLDOG DRUMMOND** Walter Pidgeon D—80 min. (Rev. 10/19/51)	**NORTHWEST TERRITORY** Kirby Grant Chinook D—61 min. (5124)		**PALS OF THE GOLDEN WEST** Roy Rogers Dale Evans O		(Dec. Releases) **THE GIRL ON THE BRIDGE** Hugo Haas Beverly Michaels D—77 min. (Rev. 12/10/51)			
Dec. 16	**MAN IN THE SADDLE** (Color) Randolph Scott Joan Leslie O—87 min. (Rev. 11/15/51) **PURPLE HEART DIARY** Frances Langford Judd Holdren MD—73 min. (Rev. 11/19/51)	**TALES OF ROBIN HOOD** Robert Clarke Mary Hetcher D—59 min. (5008)			(Dec. Releases) **SILVER CITY** (Color) Yvonne De Carlo Edmond O'Brien O—90 min. (5112) (Rev. 10/2/51) **MY FAVORITE SPY** Bob Hope Hedy Lamarr C—93 min. (5110) (Rev. 10/5/51)	**STORMBOUND** Constance Dowling Andrea Checchi D—60 min. (5402)	(Dec. Releases) **DOUBLE DYNAMITE** Groucho Marx Jane Russell C—80 min. (214) (Rev. 11/9/51) **OVERLAND TELEGRAPH** Tim Holt O—60 min. (216) (Rev. 12/10/51)	**FIXED BAYONETS** Richard Basehart Michael O'Shea D—92 min. (Rev. 11/21/51) **ELOPEMENT** Clifton Webb Anne Francis C—82 min. (Rev. 11/9/51)		(Dec. Releases) **THE STRANGE DOOR** Charles Laughton Boris Karloff D—81 min. (204) (Rev. 11/19/51) **WEEK-END WITH FATHER** Van Heflin Patricia Neel C—83 min. (206) (Rev. 11/23/51)	(Re-release) **CAPTAIN BLOOD** Errol Flynn Olivia de Havilland D—98 min. (110) (Rev. 12/19/35)
Dec. 23	**PECOS RIVER** Charles Starrett Smiley Burnette O—55 min. (Rev. 11/30/51)		**CALLAWAY WENT THATAWAY** Howard Keel Dorothy McGuire CD—81 min. (Rev. 11/15/51)					**I'LL NEVER FORGET YOU** (Color) Tyrone Power Ann Blyth D—90 min. (Rev. 12/7/51)			
Dec. 30			**IT'S A BIG COUNTRY** Ethel Barrymore Van Johnson D—89 min. (Rev. 11/20/51)	**STAGE TO BLUE RIVER** Whip Wilson O—56 min. (5156)					(Ross-Stillman) **THE LADY SAYS NO** David Niven Joan Caulfield C—80 min. (Rev. 11/23/51)		**DISTANT DRUMS** (Color) Gary Cooper OD—101 min. (111) (Rev. 11/29/51)
Jan. 6	(Jan. Releases) **BOOTS MALONE** William Holden Johnny Stewart D—103 min. (Rev. 12/28/51) **INDIAN UPRISING** (Color) George Montgomery O—75 min. (Rev. 1/3/52)	**FOR MEN ONLY** Paul Henreid Margaret Field D—96 min. (5102)	**WESTWARD THE WOMEN** Robert Taylor Denise Darcel O—118 min. (Rev. 11/19/51)	**THE STEEL FIST** Roddy McDowall Kristine Miller D—73 min. (5217)			(Jan. Releases) **ON DANGEROUS GROUND** Ida Lupino D—82 min. (215) (Rev. 11/30/51)	(Jan. Releases)	(Justman) **CHICAGO CALLING** Dan Duryea Mary Anderson D—74 min. (Rev. 12/10/51)	(Jan. Releases) **FLAME OF ARABY** (Color) Maureen O'Hara Jeff Chandler D—77½ min. (207) (Rev. 11/26/51)	
Jan. 13	**STORM OVER TIBET** Diana Douglas Rex Reason D—87 min. (Rev. 12/26/51) **THE OLD WEST** Gene Autry O	**MAN BAIT** George Brent Marguerite Chapman D (5103)	**PANDORA AND THE FLYING DUTCHMAN** (Color) James Mason Ava Gardner D—123 min. (Rev. 10/11/51)	**TEXAS CITY** Johnny Mack Brown O (5241)		**WOMAN IN THE DARK** Penny Edwards Ross Elliott D	(Goldwyn) **I WANT YOU** Dana Andrews Dorothy McGuire D—102 min. (251) (Rev. 11/1/51) **TEMBO** (Color) Howard Hill (Semi-Documentary) 80 min. (Rev. 12/18/51)	**THE MODEL AND THE MARRIAGE BROKER** Jeanne Crain Scott Brady CD—103 min. (Rev. 11/27/51)	(Dougfair Prods.) **ANOTHER MAN'S POISON** Bette Davis Gary Merrill D—89 min. Rev. 12/27/51)	**BRIGHT VICTORY** Arthur Kennedy Peggy Dow D—97 min. (208) (Rev. 7/20/51)	**I'LL SEE YOU IN MY DREAMS** Doris Day Danny Thomas MD—110 min. (112) (Rev. 12/6/51)
Jan. 20	**SMOKY CANYON** Charles Starrett Smiley Burnette O		**THE SELLOUT** Walter Pidgeon John Hodiak D—83 min. (Rev. 12/17/51)	**ALADDIN AND HIS LAMP** (Color) Patricie Medina John Sands D—66½ min. (5299)	(Jan. Release) **HONG KONG** (Color) Ronald Reagan Rhonda Fleming D—91 min. (5109) (Rev. 11/15/51)	**CAPTIVE OF BILLY THE KID** Alan "Rocky" Lane O	**A GIRL IN EVERY PORT** Groucho Marx William Bendix C—86 min. (Rev. 12/27/51)	**DECISION BEFORE DAWN** Richard Basehart Gary Merrill D—119 min. (Rev. 12/19/51) (Bernhard Prods.) **JAPANESE WAR BRIDE** Shirley Yamaguchi D—91 min. (Rev. 1/7/52)		**FINDERS KEEPERS** Tom Ewell Julia Adams C—74 min. (211) (Rev. 12/14/51)	
Jan. 27	(Feb. Releases) **DEATH OF A SALESMAN** Fredric March D—111 min. (Rev. 12/10/51) **THE HAREM GIRL** Joan Davis C		**INVITATION** Dorothy McGuire Louis Calhern D			**LADY POSSESSED** James Mason June Havoc D	(Re-Release) **HUNCHBACK OF NOTRE DAME** Charles Laughton Maureen O'Hara D—117 min. (Rev. 12/15/39)	(Feb. Releases) **DAVID AND BATHSHEBA** (Color) Gregory Peck Susan Hayward D—116 min. (Rev. 8/15/51)	**CLOUDBURST** Robert Preston D—83 min.	**THE CIMARRON KID** (Color) Audie Murphy Beverly Tyler O—84 min. (213) (Rev. 12/14/51)	**ROOM FOR ONE MORE** Cary Grant Betsy Drake CD-98 min. (113)
Feb. 3	**SCANDAL SHEET** Broderick Crawford Donna Reed D—82 min. **HAWK OF WILD RIVER** Charles Starrett Smiley Burnette O		**LONE STAR** Clark Gable Ava Gardner D—94 min. (Rev. 12/20/51)	**NIGHT RAIDERS** Whip Wilson O (5251)	(Feb. Releases) **SAILOR BEWARE** Dean Martin Jerry Lewis C—104 min. (5114) (Rev. 11/29/51)	**COLORADO SUNDOWN** Rex Allen Mary Ellen Kay O	(Re-Release) **CAT PEOPLE** Simone Simon Kent Smith D—73 min. (Rev. 11/16/42) **THE LAS VEGAS STORY** Jane Russell Victor Mature D—88-min. (Rev. 1/3/52)	**PHONE CALL FROM A STRANGER** Bette Davis Shelley Winters D—96 min. (Rev. 1/8/52)	(Jack Schwarz) **BUFFALO BILL IN TOMAHAWK TERRITORY** Clayton Moore O—66 min.	(Feb. Releases) **BEND OF THE RIVER** (Color) James Stewart Arthur Kennedy OD **MEET DANNY WILSON** Frank Sinatra Shelley Winters CM—88 min.	
Feb. 10	(Reissue) **KONGA, THE WILD STALLION** O			**FORT OSAGE** (Color) Rod Cameron O-72 min. (5102)	**FLAMING FEATHER** (Color) Sterling Hayden Barbara Rush O—77 min. (5118) (Rev. 12/14/51)		**AT SWORD'S POINT** (Color) Cornel Wilde Maureen O'Hara D	**RED SKIES OF MONTANA** (Color) Richard Widmark Constance Smith O	(Jean Renoir) **THE RIVER** (Color) Tom Breen Radha D—99 min. (Rev. 9/7/51)	**HERE COME THE NELSONS** Ozzie & Harriet Nelson CD	**THIS WOMAN IS DANGEROUS** Joan Crawford Dennis Morgan D (114)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama.) (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 8 NEW YORK, U.S.A., FRIDAY, JANUARY 11, 1952 TEN CENTS

Greene Wins RKO Theatres Board Fight

Elects 2 and Claims 3rd Should Also Have Won

Election of David J. Greene and A. Louis Oresman, a Greene candidate, to the expanded board of directors of RKO Theatres Corp. was announced here yesterday at the conclusion of the first annual meeting of the company's stockholders in Dover, Del.

Others elected to the board were: Sol. A. Schwartz, Edward C. Raftery, Ben-Fleming Sessel and William J. Wardall, all candidates of management and the Irving Trust Co., trustees of Howard Hughes RKO Theatres stock.

Wall Street financial advisor Greene won his fight for representation on the board after a lively proxy contest with management, highlighted by charges and countercharges and a proxy count which began Dec. 16.

The conclusion of the meeting saw

(*Continued on page* 3)

Schwartz Reelected CMPEA President

CLEVELAND, Jan. 10. — Ernest Schwartz today was reelected by acclamation president of Cleveland Motion Picture Exhibitors Association for the 18th straight term. Others reelected unanimously were vice-president Albert E. Ptak and secretary-treasurer Ted Vermes.

Henry Greenberger, Howard Reif, Max Lefkoich, Ted Vermes and Frank Porozinski were renamed to the board of directors.

'Greatest Show' Is Great Box-Office

More than $20,000 was racked up for the opening day of "The Greatest Show on Earth" at Radio City Music Hall here yesterday. Neither rain nor snow kept the customers away.

The excellent gross is comparable to the opening day business registered for such outstanding money-making films as "The Great Caruso," "Showboat" and "An American in Paris," the management reported.

Einfeld Outlines A New Product Promotion Plan

Greater implementation of the 20th Century-Fox policy of merging sales and advertising efforts will stem from a new plan of point-of-contact showmanship revealed here yesterday by Charles Einfeld, vice-president, to delegates attending the company's annual sales convention, being held at the home office. The convention will conclude today.

Closely interwoven with the studio's production pace, currently far in advance of schedule for the 1952 season, the delegates were urged by Einfeld to present a campaign plan to the exhibitor for each picture at the moment the deal is consummated.

Einfeld stated that all campaigns would be ready long in advance of the release of each picture enabling the sales force to present to their customers all necessary facts and information for long-range planning.

"Your job doesn't end when the contract is signed or the booking is made," Einfeld told the sales chiefs. "Through our planning you will be ready to go further in your policy of

(*Continued on page* 3)

Harvey Awaits More Replies on His Bid

SAN FRANCISCO, Jan. 10. — Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, on being questioned about his response to Allied States Association general counsel and board chairman Abram F. Myers' rejection of his call for a meet on arbitration in New York next month, said he would make no comment until he received an answer to a wire he sent to Trueman Rembusch, Allied president and Mitchell Wolfson, president of The-

(*Continued on page* 3)

'Dimes' Trailer to Theatres Next Week

A 1952 March of Dimes trailer, "You'll Never Walk Alone," starring Howard Keel in acting and singing roles and featuring a song of the show's title written by Richard Rodgers and Oscar Hammerstein, will be distributed next week to all theatres throughout the country by

(*Continued on page* 3)

$429,840 Net for Walt Disney in '51

LOS ANGELES, Jan. 10.—Consolidated net profit of Walt Disney Productions in the year ended Sept. 29, 1951, was $429,840, equal after preferred dividends to 65 cents a share on 652,840 common shares outstanding, president Roy O. Disney said today in his annual report to shareholders.

(*Continued on page* 3)

Theatre Telecasting of Roxy Stage Shows Seen

The use of the New York Roxy stage as a production center for "live" theatre telecasts in this area was envisioned here yesterday by David T. Katz, recently appointed general manager of the 20th Century-Fox Broadway showcase.

Katz said that with the advent of Eidophor, the 20th-Fox-CBS color theatre television system, the Roxy stage shows could be piped into other large-screen television systems in area theatres. Such plans, he added, were in line with the thinking of Spyros P. Skouras, 20th-Fox president, and Charles P. Skouras, president of National Theatres, the company which probably will gain title to the theatre following the reorganization of the company according to the terms of the consent decree.

Katz, who assumed his post following the retirement earlier in the month

(*Continued on page* 3)

Video Seen as Big AFM Contract Issue

The television clause will be one of the major topics of discussion at next week's meeting in Florida between James C. Petrillo, president of the American Federation of Musicians, and heads of motion picture companies.

This was learned from a Petrillo spokesman yesterday as company

(*Continued on page* 3)

$2,092,783 'U' Profit in '51; Up $736,897

Compares with Net of $1,355,886 in 1950

Before taxes and write-offs, Universal Pictures earned $8,823,783 last year.

The company reports a consolidated net profit of $2,092,783 for the year (53 weeks) ended Nov. 3, 1951, after provision of $3,300,000 for Federal taxes on income and excess profits and after a provision of $500,000 for contingent liabilities. These figures are subject to year-end audit adjustments. After deducting dividends on the preferred stock, the net is equivalent to $1.92 per share on 960,498 shares of common stock outstanding.

For the preceding year (52 weeks), consolidated net profit was $1,355,886, after provision of $950,000 for Federal taxes, equivalent, after dividends on the preferred stock, to $1.14 per share

(*Continued on page* 3)

Broidy Cites 15-20% Business Increase

HOLLYWOOD, Jan. 10.—A 15 to 20 per cent sales-response increase above that of last year is indicated by reports on advance bookings from the company's exchanges on the second annual "National Monogram Week," Feb. 10-16, according to Steve Broidy, president.

"Monogram Week" of 1951 was the most profitable sales period in the history of the then 20-year-old company, it was said.

Personnel of all exchanges, number-

(*Continued on page* 3)

Roxy to Be 1st With Eidophor

Following the demonstration of 20th Century-Fox's Swiss Eidophor—CBS theatre television system at Fox Movietone studios here next month, the equipment will be installed in the Roxy Theatre within about 30 days, David T. Katz, general manager of the theatre, said yesterday.

Katz said the equipment is now in transit from Zurich, Switzerland.

See MPIC Support In Kramer Action

Hollywood, Jan. 10.—The Motion Picture Industry Council, which meets next Wednesday night, is expected then to add its endorsement to Stanley Kramer's action against the Wage Earners Committee. The AFL Film Council, member of MPIC, already has signified affirmation, with other council components expected to do likewise.

Kramer this week filed a $1,000,000 libel suit against the WEC which had attacked the producer of "Death of A Salesman" as being "notorious for his Red-slanted, Red-starred films." Several other film organizations have rallied to Kramer's support.

NCAA Committee For TV Restrictions

The television committee of the National Collegiate Athletic Association recommended in its report yesterday to the NCAA convention in Cincinnati that the televising of college football games in 1952 be continued in approximately the same controlled form as was followed in 1951.

The nine-man committee came to this conclusion on the basis of a preliminary analysis of the $50,000 survey made by the National Opinion Research Center of the 1951 "experimental" 20-game program, which showed that TV cut attendance at the games.

Kramer Relents on Non-TV Contract

Hollywood, Jan. 10. — Stanley Kramer's policy of not employing borrowed players with non-television clauses in the contracts of their employing studios will be relaxed to cover the case of Kurt Kasznar, whose engagement to play the role in "Happy Time" which he played on the stage was cancelled last weekend, the Kramer office confirmed. This will be the sole exception to the rule, however, it was asserted.

Fashion Preview for 20th-Fox's 'Zapata'

Twentieth Century-Fox's "Viva Zapata!" will receive a multiple promotional launching on Monday evening, when more than 400 representatives of newspaper fashion department store merchandising, and syndicate and magazine press gather at the Toots Shor Restaurant here for a combined fashion show, dinner, and preview of the Darryl F. Zanuck production.

It is to be sponsored jointly by 20th and Kay Windsor Frocks.

Fire in Pierre House

Omaha, Jan. 10.—The State Theatre, the largest in Pierre, N. D., suffered extensive damage when a blaze broke out in the basement after the theatre was closed.

Personal Mention

JOHN P. BYRNE, M-G-M Eastern sales manager, will be in Albany Monday from Buffalo for several days, and will visit New Haven, Boston and Philadelphia before returning to New York.

•

James Sturgess, chief projectionist of Famous Players' Shea's Theatre, has been re-elected president of the Toronto Operators' Union No. 173, IATSE.

•

George Bilson, RKO Radio short subjects producer, will leave Hollywood for New York at the end of the month.

•

Harold W. Freedman, Metropolitan New York theatre owner, will leave here today for a 10-day visit to the Coast.

•

Boyd Fry, manager of Loew's Grand, Atlanta, and his wife announce the birth of a daughter.

•

Robert Unger, manager of the Sage Theatre, Winnemucca, Nev., announces the birth of a son.

•

Hap Barnes of the ABC booking office in Atlanta, has returned there from a visit to Texas.

•

John Kirby, Warner Brothers Southern district manager, is back at work after suffering a broken arm.

CECIL B. DE MILLE will leave here Sunday for Atlanta for a week's stay.

•

Max Weinberg, M-G-M's Eastern short subjects representative, will speak on "Films in Education" at the Arts Seminar to be sponsored by the Child Education Foundation on Tuesday.

•

Guy Glover, executive producer of the National Film Board of Canada, has been appointed adjudicator for the Canadian Ballet Festival, to be held May 5-10.

•

Charles Woodward, formerly in the booking department of 20th Century-Fox in Atlanta, is now in the Republic booking department there.

•

Martin Davis of Samuel Goldwyn's publicity office in New York, currently in Washington, will leave that city for Macon, Ga., next Thursday, and will then proceed to Miami.

•

Bill Brower has been appointed a Universal-International sales representative, with Florida as his headquarters.

•

Rube Lewis, business agent of Local No. 84, IATSE, Hartford, is in Florida on vacation.

•

Bernard Smith, producer, will arrive here today from Hollywood.

U-I's 'Bend' Stars Leave for Premiere

The first contingent of stars and featured players who will attend the world premiere of Universal-International's color in Technicolor production, "Bend of the River," in Portland on Jan. 22-23 will leave Hollywood by plane on Sunday.

Julia Adams, Rock Hudson and Lori Nelson comprise the advance group which will tour a dozen cities in Washington and Oregon before winding up in Portland. The second contingent, headed by William Goetz, in charge of production, and James Stewart, will leave for Portland Jan. 21. This group will include producer Aaron Rosenberg, director Anthony Mann, studio publicity director Al Horwits, Jay C. Flippen, Chubby Johnson, Susan Cabot, Suzan Ball and a number of others.

Boys' Club to Honor Skouras and Hayden

A dinner honoring George P. Skouras and J. Willard Hayden, principal benefactors of the Boys' Club of Queens, will be given at the Hotel Astor here on Thursday evening, Jan. 17, it was announced yesterday by Meyer J. Baranco, president of the club.

Skouras, on behalf of Skouras Theatres, has donated the land for a Boys' Club of Queens, and Hayden, through the Hayden Foundation, has pledged a conditional gift of $500,000 for the erection of a building.

McKenna Resigns Souvaine Sales Post

John McKenna has resigned as Eastern district sales manager of Souvaine Selective Pictures, effective today. He will announce his future plans in a few days. A successor has not as yet been selected.

Souvaine to Open Office in Pittsburgh, Its Eighth

James Hendel, division manager of Souvaine Pictures, on Monday will open the newest Souvaine office, in Pittsburgh, the eighth in a list which includes San Francisco, Los Angeles, Chicago, New York, Boston, Atlanta and Cleveland.

Brown Is Named UA Cleveland Manager

Manny Brown, film salesman for United Artists in Buffalo, has been promoted to manager of the Cleveland exchange by William J. Heineman, UA sales vice-president.

Brown replaces Sid Cooper, who shifts to New Haven as branch manager, filling the spot formerly occupied by Joe Callahan, who takes over in Western Massachusetts block, working out of the Boston exchange under Harry Segal.

M-G-M Appoints Bailey

Charlotte, Jan. 10.—Tom Bailey has been appointed assistant manager of the M-G-M branch in Charlotte. It is a new post.

COMPO Has Space For Newspapermen

Office space in the headquarters here of the Council of Motion Picture Organizations has been made available to out-of-town newspapermen visiting New York.

In a letter sent yesterday to all "Movietime U. S. A." publicity chairmen throughout the country, COMPO suggested that newspaper writers contemplating a trip to New York be advised that they will be welcome at the COMPO offices, where working facilities will be provided.

William P. Covert, IATSE 'VP,' Dies

Toronto, Jan. 10.—William P. Covert, second vice-president of IATSE, died here yesterday. He had been ill with a heart condition for a long period. A member of Toronto Operators Local No. 173 since it was chartered in 1910, he had been its business agent since 1917, the same year in which he became an IATSE vice-president.

Services will be held Monday at Bayview, Ont. President Richard F. Walsh and other officers will represent the IATSE at the funeral.

Mildred Sears

Mildred Sears, wife of Richard (Dick) Sears, formerly associated with Universal Newsreel as cameraman for the New England district, died here yesterday. Besides Sears, she leaves one daughter.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

DOUBLE DYNAMITE!
starring
JANE RUSSELL • GROUCHO MARX
FRANK SINATRA
in Person
TONY BENNETT
THE FIVE DE MARCO SISTERS
ART MOONEY
AL KELLY
FOUR STEP BROTHERS
extra JOEY ADAMS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

SAMUEL GOLDWYN'S "I WANT YOU"
Now! CRITERION Broadway at 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

RKO Theatres Are Engaging Top Stage Attractions

Three top stage attractions, the Ballet Russe de Monte Carlo, the musical comedy, "Gentlemen Prefer Blondes," and the comedy team of Martin and Lewis, have been set for engagements at various RKO theatres, supporting the policy of RKO officials to present important stage attractions whenever they are available. Most RKO theatres are adaptable to stage offerings, many of them at one time or another having "in person" shows.

William Howard, vice-president of RKO Theatres, says negotiations are under way for more top stage attractions.

Films will not appear on any of the bills. The Ballet Russe will perform nights only; "Gentlemen Prefer Blondes" will be performed on three evenings and one afternoon; Martin and Lewis will play continuously.

The Ballet Russe will be presented at the RKO Lincoln in Trenton on Feb. 1; RKO Albee, Providence, on Feb. 12; RKO Keith's, Syracuse, Feb. 18, and the RKO Palace, Rochester, Feb. 20.

Dean Martin and Jerry Lewis will play the RKO Albee, Cincinnati, starting March 1, in one of the few personal appearance of the team in the Midwest this season.

"Gentlemen Prefer Blondes," the Herman Levin-Oliver Smith musical comedy, will open at the RKO Palace, Columbus, on March 18. Carol Channing, and others of the original cast, will be in the production.

RKO Theatres Tilt

(*Continued from page* 1)

no end to the charges. Greene's attorney Isadore J. Kresel released a statement from Dover claiming the inspector of election should be disqualified for his unfairness. Kresel further claimed that 150,000 challenged ballots were ruled adversely to the Greene group, depriving it of a third member on the board.

According to the count released by the Greene group, management garnered 1,085,124 votes; the opposition, 1,341,058, while the Irving Trust Co. controlled the 929,000 votes of Howard Hughes. The number of shares issued and outstanding were put at 3,914,913.

Management's proposal to increase the present board from five to six members was approved at the Dover meet with the opposition abstaining from voting.

The new board of directors is expected to meet shortly to elect officers of the company. Despite the two seats won by Greene, the opposition will remain in the minority, thus virtually assuring the re-election of present officers of the company.

Postpone Hearing In Grainger Case

The hearing on E. C. Grainger's motion in his contract dispute with Shea Enterprises was postponed in New York Supreme Court from yesterday to Jan. 24.

Grainger was dismissed as general manager of the company last week. He is seeking arbitration of his dispute with management as provided in his contract.

Einfeld Outlines New Plan

(*Continued from page* 1)

sound customer relations to offer an exploitation foundation upon which to build a campaign that can grow with ample time for its penetration."

Einfeld will supplement the sales force's efforts through a staff of "project officers," all of whom will be traveling throughout the country setting publicity and exploitation on individual pictures. In addition, the company's field exploiteers will provide on-the-spot aid to engagements in their own divisions, thus giving each film three-fold backing in its presentation to the public.

Yesterday's session was devoted to a presentation by the advertising, publicity and exploitation department of plans covering the first half of the year.

Einfeld and his aides offered advertising, publicity plans and exploitation ideas both accomplished and in the making on "Decision Before Dawn," "Japanese War Bride," "The Model and the Marriage Broker," "David and Bathsheba," "Phone Call from A Stranger," "Red Skies of Montana," "5 Fingers," "Return of the Texan," "Viva Zapata!," "With A Song in My Heart," "Pride of St. Louis," "Belles On Their Toes," "Lydia Bailey" and "Kangaroo."

Among the department members who addressed the delegates were Rodney Bush, Alec Moss, Stirling Silliphant, Martin Michel, Ed Sullivan, Ed Solomon, Earl Wingart, Max Stein, Dena Justin, Will Yolen, Blake McVeigh and Leo Pillot.

Leslie Whelan, director of advertising-publicity for 20th-Fox International, and Roger Ferri, editor of *Dynamo*, also presented material pertinent to their particular operations.

Universal Profit

(*Continued from page* 1)

on the common. The 1951 net was $736,897 higher than the 1950 net.

During 1951 the company reduced its indebtedness under a 1950 bank credit by $1,741,000, to $3,312,000. It also acquired $1,190,000 principal amount of its 3¾ per cent debentures, reducing the amount in the hands of the public to $3,205,000 at the fiscal year-end. The total reduction in these two items during the year was $2,931,000.

Has Reduced Debt

During the past three fiscal years the company has reduced the aggregate of its domestic bank debt and 3¾ per cent debentures from $15,815,000 to $6,517,000, a reduction of close to $9,300,000.

The company closed its fiscal year with a cash balance of approximately $6,750,000, which represents an increase of over $1,000,000 as compared with its cash balance at the end of the previous year. It also held $2,200,000 U.S. tax notes in its treasury which were acquired during the year. Net working captial amounted to over $26,500,000 on Nov. 3, 1951.

Since the end of the fiscal year, the company resumed dividends on the common stock by the payment of a 60-cent year-end dividend, paid last Dec. 19.

Reported Last December

An estimated $64,783,789 world gross for 1951 was reported by Universal-International last December to the Securities and Exchange Commission. This compares with $55,121,861 for 1950.

At the same time the company reported also that its estimated world gross for the quarter ended Nov. 3, 1951, was $20,750,000, compared to $16,450,000 for the corresponding period of 1950.

Mesibov Is Head of Paramount Pep Club

Sid Mesibov, exploitation manager, has been elected president of Paramount Pictures Club for 1952.

Other officers include Paul Ackerman, vice-president; Herbert Smidt, treasurer; Ida Miller, secretary, and Mary Brady, to the board of governors. The retiring president is Albert Deane.

Walt Disney Net

(*Continued from page* 1)

This compared with a profit of $717,542, equal to $1.06 a common share, in the preceding year.

Gross income for 1951 amounted to $6,287,539, compared with $7,293,849 the year before. Disney explained that the 1951 gross reflects only slightly the returns from the company's highest cost feature, "Alice in Wonderland," released in July, since first cash returns were received only one week before the fiscal year ended. In the preceding year, gross income benefited heavily from receipts of "Cinderella," released in Feb., 1950.

The company redeemed all of its outstanding preferred stock on Jan. 1, 1951, at the redemption price of $25 per share, plus accrued dividends.

Outstanding debentures were reduced by $40,110 and on Sept. 29 last totaled $660,210, a reduction of $703,990 from the original obligation of $1,364,200 in 1945. A long-term serial loan, which originally was $1,000,000 in 1948, was reduced by $279,224 during the year, amounting to $57,085 at the year-end. This balance was paid off in December, 1951, when revenues from publications, the sole security for the loan, exceeded expectations.

'Dimes' Trailer

(*Continued from page* 1)

National Screen as an aid to the current March of Dimes drive in support of the National Foundation for Infantile Paralysis.

Produced with the cooperation of Metro-Goldwyn-Mayer, and directed by Harry Loud, the 440-foot film opens with a scene depicting a youngster staring through a window at a rainy outdoors, the locale being a hospital where Keel sings to youngsters in their crib beds to which they have been confined by polio. A nurse is shown affixing braces to a seven-year-old boy who then, accompanied by Keel, walks down a corridor to be greeted by his parents, with his father, at the climax, happily gathering him in his arms.

The vocal arrangement is by Jeff Alexander, the orchestration by Al Sendry, the musical direction by Johnny Green. It was edited by Russell Selwyn and Benjamin Lewis and the cameraman is Ray June.

Roxy Shown

(*Continued from page* 1)

of A. J. Balaban, said he planned no major changes for the house. The theatre has found best results with exploitation and musical films, he went on.

Talks have been initiated, he disclosed, to have Tallulah Bankhead's radio show on the stage of the Roxy every Sunday evening. They have not approached the contract stage, he added.

Other personalities which he is trying to date include Sid Caesar and Milton Berle, who hit a record for the house when he appeared there last summer. Katz also expressed interest in obtaining the Junior Sadler Wells Ballet and the New York Philharmonic Orchestra.

He also disclosed that plans are now being made to celebrate the 25th anniversary of the Roxy, on March 11. The only personality booked at this stage, Katz explained, was Dorothy Lamour who will appear at the Roxy in mid-February.

The line-up of pictures which will take Roxy bookings up to spring include: "Phone Call from a Stranger," "Five Fingers," "Red Skies of Montana," "Belles On Their Toes," and "With A Song in My Heart," all 20th-Fox productions.

AFM Contract Talks

(*Continued from page* 1)

heads prepared to leave here and the Coast for Miami Beach, where the talks on the projected new contract will be held Wednesday and Thursday at the Lombardi Hotel.

John J. O'Connor, vice-president of Universal, who is slated to represent his company, said the AFM contract negotiations will be the order of business and if other industry problems are discussed it will be incidental to the purpose of the meeting.

Spyros P. Skouras, president of 20th Century-Fox, will depart here on Monday. Others slated to attend are: Ned E. Depinet, RKO Pictures president; Albert Warner, vice-president of Warner Brothers; Jack Cohn, executive vice-president of Columbia Pictures; Nicholas M. Schenck, Loew's president, and Y. Frank Freeman, Paramount studio head, and others.

Harvey Awaits

(*Continued from page* 1)

atre Owners of America. The wire follows:

"In line with my suggestion of an exhibitor congress on arbitration, what is your opinion on calling a meeting Feb. 12 in New York of all exhibitor organizations to consider a unified arbitration plan? If such a meeting is called would your organization attend and participate? Obviously without Allied and TOA the meeting would be useless. If you approve I would be happy to take the lead and call the meeting. I would appreciate your reaction by wire." Harvey expects an answer tomorrow.

Broidy Cites Increase

(*Continued from page* 1)

ing 37 in the United States and Canada, is ready for the drive, to be directed by Morey Goldstein, vice-president and general manager, with offices in New York.

FRANKIE an

WHAT A DYN

"ALL OF ME" • "I'VE GOT A CRUSH ON YOU"

"THAT OLD BLACK MAGIC" • "WHEN YOU'RE SMILING"

"HOW DEEP IS THE OCEAN"

"A GOOD MAN IS HARD TO FIND"

UNIVERSAL-INTERNATIONAL presents

Frank SINATRA

Shelley WINTERS · Ale

U-I Makes the Money-Makers!

SHELLEY...

ITE DUO!

When they get together
Romance goes wild and
Rhythm runs riot!

"SHE'S FUNNY THAT WAY"

"YOU'RE A SWEETHEART" • "LONESOME MAN BLUES"

NICOL

"Meet DANNY WILSON"

with **Raymond BURR**

Universal International

Story and Screenplay by DON McGUIRE · Directed by JOSEPH PEVNEY · Produced by LEONARD GOLDSTEIN

Distributors Are Granted Change of Venue in Texas Suit

WASHINGTON, Jan. 10. — Federal District Judge Rodney in Wilmington, Del., has granted a motion by major distributors and two large Texas circuits to transfer to Dallas two anti-trust suits brought against them in Wilmington.

I. B. Adelman and Tivoli Realty, operators of theatres in Dallas and Houston, sued Interstate Circuit, Texas Consolidated theatres and eight major distributors. The defendants moved to transfer the case to Dallas on the ground it would be more convenient for all concerned. Judge Rodney ruled he lacked power to transfer the suit, but the Third Circuit Court said he had the power to do it if he decided it was a better arrangement. The Supreme Court refused to review the Circuit Court decision, and the matter went back to Wilmington for Rodney to decide whether a transfer was advisable.

Judge Rodney has now found that all parties, both theatres and practically all witnesses are in Texas and that it would undoubtedly be more convenient for all to have the case tried in Dallas. Accordingly he ordered it switched from Wilmington to the "appropriate district in Texas."

Homewood Hearing In Minneapolis Ends

MINNEAPOLIS, Jan. 10.—Taking the case under advisement, Federal Judge Gunnar H. Nordbye has given both sides until Feb. 15 to file briefs in the suit of the Homewood Theatre Co. against major film companies and Minnesota Amusement Co. for alleged conspiracy to deprive the local neighborhood Homewood of early-run product. Each have until March 15 to answer the briefs. It is expected the decision will not be handed down until April or May.

The Homewood suit started Oct. 31 and except for a few brief recesses hearings have been in progress during the two months. Martin and S. G. Lebedoff, owners of the Homewood, originally sought more than $500,000 in triple damages under the Sherman and Clayton anti-trust acts, but later left the damages to the discretion of the court.

Lee Loevinger is attorney for the plaintiffs in the action, with Mandt Torrison representing Paramount and Minnesota Amusement Co., and David Shearer representing film company defendants other than Paramount.

Interrupting proceedings last week in the suit, Judge Nordbye postponed indefinitely a motion by Torrison and Shearer for a "more definite statement of damages" in the conspiracy action of the Edina Theatre Co., Minneapolis, against major film companies, Minnesota Amusement, and the Orpheum Theatre group, following representation that Samuel P. Halpern, Edina counsel, was ill.

To Rebuild the Hunter

SALT LAKE CITY, Jan. 10.—Inter-Mountain Theatre Supply Co. here has been awarded a $75,000 contract to rebuild the Hunter Theatre at Elko, Nev., which was recently destroyed by fire. John Hunter operates.

Reviews

"Meet Danny Wilson"

(Universal-International) *Hollywood, Jan. 10*

THE Frank Sinatra following figures to turn out in force for this music-melodrama patterned loosely on some of the incidents and circumstances coloring his early career. Add that following to the public whose attendance prompted exhibitors to vote Shelley Winters a place among the "Top Ten Stars-of-Tomorrow" in the 1951 *Motion Picture Herald* poll and you've got quite a sizeable ready-made audience potential for the picture. The adolescent rank and file can be counted on to supplement this pre-disposed sector of the ticket-buying contingent, and the fact that Sinatra sings nine of the songs with which he built his fame argues that customers in these categories will consider they have had their money's worth. A sharply melodramatic ending, unexpected in a story of this generally light and airy kind, gives the others present something to feed on.

The story and script, by Don McGuire, an incisive man with dialogue, opens with Sinatra and his pal, Alex Nicol, an actor who stakes out a firm claim to attention, as a down-and-out singer-pianist duo looking for work. Miss Winters, a cafe canary they meet in a pub, bails them out of jail after a bar brawl and gets them an audition with her boss, played by Raymond Burr, a gangster-restauranteer, who puts them to work in his nightclub and makes a deal for 50 per cent of their earnings from then on. Sinatra experiences a rush to fame reminiscent of his own, with his smash at the New York Paramount among the historic items included, but goes sour when he learns that Miss Winters is in love with Nicol instead of, as he has believed, with him. As the team splits up, their 50 per cent partner, who has been hiding out from the law, shows up and demands the $276,000 now due him, which leads to a shooting in which Nicol is wounded. The picture ends with Sinatra fighting it out with the hoodlum in a deserted baseball park at night, killing him and winning exhonoration for the deed, while Nicol wins Miss Winters.

Joseph Pevney directed the occasionally informal script to good effect. The producer credit goes to Leonard Goldstein.

Running time, 87½ minutes. General audience classification. For February release.

WILLIAM R. WEAVER

"The Old West"

(Columbia)

"THE OLD WEST" may be short on action, but it sure is long on wholesomeness, dishing up Gene Autry as an aide to town parson House Peters, Sr., at whose prayer meetings Gene sings, when he is not engaged in his regular business of breaking horses for the local stage-coach operators.

There is some fightin', of course, but little blood-and-thunder gunplay. What real action there is is climaxed by a stage coach race between Gene and his horse-breaking competitor, Lyle Talbot, who also owns the town's saloon.

The content is mostly homespun fare. The tale mostly concerns the spiritual rejuvenation of the little town of Saddlerock, under the guidance of parson Peters, and Gene. Director George Archainbaud, with a mind to the sensibilities of the very young, shows Saddlerock sin in no detail whatsoever. But then he does not show the roping and breaking of the wild horses, which could have added some excitement. Autry shoots, rides and sings with his customary nonchalance and always makes a wide berth around Gail Davis, the pretty clerk in the stageline office. Pat Buttram is a comic traveling peddler. Kathy Johnson and Dee Pollock, a couple of 10-year-olds, provide what romantic interest there is. Armand Schaefer produced.

Others in the cast are Louis Jean Heydt, House Peters, Jr., Dick Jones Don Harvey, Raymond L. Morgan, James Craven, Tom London, Frank Marvin.

Running time, 61 minutes. For general audience classification. January release.

To Accept New Evidence

DENVER, Jan. 10.—Judge Lee Knous ruled in the Federal District Court here today, where the case of Cinema Amusements, Inc. vs. 20th Century-Fox, RKO and M-G-M is being held, that evidence of the period beyond that covered in the petition (which is 69 weeks in 1945 and 1946) may be admitted if he thought it pertinent to the case.

The suit, in which Cinema is claiming that it suffered damages because it was unable to secure pictures from the companies at an equitable figure for the Broadway after it took over the Broadway, formerly operated by Fox Intermountain Theatres, was halted Tuesday when the matter of the evidence was brought up.

New 'Movietime' Meet

Today's scheduled meeting of the Motion Picture Association of America's advertising-publicity directors committee has been postponed until Tuesday.

PCCITO Meet Jan. 15-16

SAN FRANCISCO, Jan. 10.—The next trustees meeting of the Pacific Coast Conference of Independent Theatre Owners will be held in Portland, Ore., at the Hotel Benson, Jan. 15-16 in conjunction with a meeting of Oregon exhibitors.

Interstate Board Elects

BOSTON, Jan. 10.—At a meeting of the board of directors of the Interstate Theatre Corporation held here today, the following were elected officers of the corporation: Theodore Fleisher, president; James M. Stoneman, vice-president; Malcolm C. Green, treasurer.

$1.06 Columbia Dividend

Columbia Pictures' board of directors, at a meeting held here yesterday, declared a quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock, payable on Feb. 15 to stockholders of record on Feb. 1.

Patriotic Events Get Hollywood Support

Hollywood, Jan. 10.—785 Hollywood personalities made 2,931 personal appearances in connection with 531 patriotic and public service events here and abroad during 1951, president George Murphy of the Hollywood Coordinating Committee, revealed today. The figure, which is approximately double the preceding years's, does not include participation in 333 network and local radio programs for approved eauses.

'Greatest Show' in Variety Benefit

TORONTO, Jan. 10.—Betty Hutton and Cecil B. DeMille's "The Greatest Show on Earth," combined tonight to give Toronto's Tent No. 28 of the Variety Clubs International one of the most successful benefit shows since it was organized, according to chief barker Rube Bolstad. It was held at the 3,400-seat Imperial Theatre with members paying from $5 to $25 admission. More than twice that number tried but failed to obtain tickets for this special one-night showing of "The Greatest Show" and the personal appearances of its star, and "The Skylarks," a vocal quartet from Hollywood.

The affair was held for the benefit of Variety Village, an occupational school for crippled children.

Among those on the list were Lieut. Gov. Ray Lawson; Premier Leslie Frost of Ontario; Mayor Allan Lamport of Toronto; J. J. Fitzgibbons, president of Famous Players Canadian Corp.; Leonard Brockington, president of Odeon Theatres of Canada.

Tax Collections Down in Chicago

CHICAGO, Jan. 10.—December collections of the three per cent city amusement tax here (on November receipts) were $95,082.80 from theatres compared to $103,926.59 for the corresponding month last year; theatre collections during 1951 totalled $1,130,137.16 against $1,307,525.98 in 1950, reflecting a decline of approximately 13 per cent in theatre receipts here.

It should be born in mind, however, that the number of theatres in operation here has been reduced considerably through closings, conversions to other uses, and razing to make way for new public construction. 1951 collections on the receipts of other amusement enterprises in Chicago were $680,003.93, down about 3 per cent from the $702,560.66 collected last year.

Defeat Tax Proposal

MASSILLON, O., Jan. 10.—City Council here defeated by a vote of seven to one, a proposal to boost admission tax seven cents in order to make up for the city's operating deficit.

Tax reports show that the city's yield from the amusement tax dropped from $14,000 in 1950 to $8,318.01 in 1951. Nat Wolf, Warner Ohio zone manager and W. N. Skirball of Skirball circuit, both spoke before the Council against the proposal.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 9 NEW YORK, U. S. A., MONDAY, JANUARY 14, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

SETTLEMENT of the "Unfriendly Nine's" suits may have been advisable, as claimed, from the standpoint of legal tactics. Not so from the viewpoint of industry public relations and certainly not in the seeming surreptitiousness which surrounded the filing of the settlement papers in the Los Angeles court on the eve of the New Year's holiday weekend.

Sometimes attorneys are prone to regard legal strategy as the governing consideration in the settlement of suits, even when a great deal more than procedural conduct is involved.

Granting the argument that the settlements made were advisable under the circumstances, how much better industry public relations might have fared had newsmen been called in and advised of the settlements and the reasons for them when the documents were filed in court.

By so doing, the industry's story could have been presented to the public for whatever it might be worth. Instead, the seeming hope that the settlement would be overlooked by reporters in the relaxation of a holiday weekend was frustrated and, to the injury of industry public relations, reporters were left to discover the documents and fashion their own interpretations of them.

• •

While *Life* magazine and not a few in this industry, most especially in the production end, were smugly fashioning obituaries for the theatrical motion picture last year, a small group of enthusiastic and energetic young men were happily at work demonstrating how wrong those others were.

The group consisted of Arthur Krim, Robert Benjamin, Matthew Fox, William Heineman, Max Youngstein and, later, Arnold Picker, and their associates. The story of how they guided a depleted major company to a profit basis in nine months of a year that to others was sealing the doom of film theatres is well known now. Their confidence and enterprise was rewarded, of course, in the Horatio Alger-like manner which befits their achievement. Today they are part owners of the company and its sole managers until, at least, 1961.

There is drama and meaning in what they did which, if read rightly, can give new confidence to some in the industry in need of it. They have demonstrated that weakness stems not from the industry but from those who surrender to it.

Paramount Sales Meet Opens Here

The opening session of Paramount's three-day meeting of divisional sales managers will get under way this morning at the Hotel Plaza with A. W. Schwalberg, president of Paramount Film Distributing Corp., presiding.

Scheduled to address the field sales chiefs are Barney Balaban, president of Paramount Pictures; Adolph Zukor, chairman of the board; Y. Frank Freeman, vice-president and studio head; Paul Raibourn, vice-president in charge of budgets, planning and television; E. K. O'Shea, vice-president of Paramount Film Distributing; Oscar Morgan, general sales manager of short subjects and Paramount News, and Jerry Pickman, vice-president and director of advertising-publicity.

Top items on the agenda include

(*Continued on page* 5)

MPAA Upholds PCA In 20th-Fox Appeal

The board of directors of the Motion Picture Association meeting here on Friday unanimously upheld objections of the Production Code Administration to certain scenes in 20th Century-Fox's production, "Wait Till the Sun Shines, Nellie."

The company earlier had declined suggested changes in the picture by the P. C. A. and, following estab-

(*Continued on page* 5)

Robinson-Olsen Bout Postponed

San Francisco, Jan. 13.—The Ray Robinson-Carl Olsen fight was temporarily called off here because Robinson's mother is in a coma in New York. He refuses to leave her bedside. Robinson is hopeful the fight can be delayed until March; it is the second time the fight has been called off. Exclusive TV rights for the bout previously scheduled for Jan. 24 were sold to Walter Winchell for the Cancer Fund for $1.00. It is up to Winchell to get a sponsor out of New York.

Fabian Sparks Deal For Theatre TV of Leigh and Olivier

The twin Broadway stage hits "Caesar and Cleopatra" and "Anthony and Cleopatra," the current Vivien Leigh and Laurence Olivier vehicle, are the subject of negotiations by theatre television interests, it was learned here at the weekend.

The talks are being sparked by the Fabian circuit, and other circuits, including United Paramount Theatres and Warner Brothers, are being kept posted. Envisioned is a 36-theatre network with a seating capacity of 75,000 for which theatre interests are said to be prepared to spend $75,000 for a performance.

Whether the deal will go through depends upon the demands of the producers of the show, it was understood.

(*Continued on page* 4)

INDUSTRY ABOUT TO LAUNCH FIRST REAL EFFORT FOR CD

The motion picture industry is about to embark on its first real countrywide participation in the movement to further alert the nation to prepare for civilian defense against an attack by an A-bomb or other devastating missile of war.

Touched off soon by a message from President Truman, the movement will begin when a trailer, sponsored jointly by distributor members of the Motion Picture Association of America, will be dispatched to every theatre of the country telling patrons of the visit in each town of one of three "Alert America Convoys," each of which will carry many exhibits, posters and

(*Continued on page* 4)

Hold Strategy Meets For FCC Hearings

WASHINGTON, Jan. 13.—Lawyers and engineers for the Motion Picture Association and the National Exhibitors Theatre Television Committee stepped up their preparations for the coming theatre television hearings with an all-day strategy session Friday and another briefer session Saturday.

The sessions were devoted to mapping out a joint outline of the points

(*Continued on page* 4)

Arbitration's Scope Divides TOA, Allied

Blueprint's Differences Touch Other Points Too

Unlike Allied States Association, which will demand "all-inclusive" arbitration when it meets with the distributors, Theatre Owners of America, in the arbitration blueprint it will offer the companies, will make no recommendations whatever concerning the "scope" of an industry-wide arbitration system that may be devised, it was learned here at the weekend.

TOA's foremost aim in connection with planning for arbitration will be to get all segments of the industry to "agree in principle" on certain fundamentals, such as method of arbitrating and provision for appeals. After such "mechanics" are settled in the minds of the drafters of an arbitration system, the industry as a whole can decide on scope or range of

(*Continued on page* 4)

Clinch Albany TOA At Watertown Today

ALBANY, N. Y., Jan. 13.—Establishment of a new Theatre Owners of America unit of Albany will be clinched tomorrow in Watertown at a luncheon-meeting of exhibitors of that vicinity at the Hotel Woodruff.

At the same time, the meeting will provide an opportunity for the Northern New York exhibitors to lay before a TOA grievance panel whatever trade practice complaints they may

(*Continued on page* 4)

Salesmen Can Avoid Litigation: Skouras

Much of the litigation which is so harmful to the industry can be settled amicably and fairly across the conference table as an outgrowth of the relations which film salesmen maintain with their customers, Spyros P. Skouras, president of 20th Century-Fox, on Friday told the final session of the company's week-long sales convention here.

Charging the sales force with the responsibility of maintaining the

(*Continued on page* 4)

Arnold Picker Will Conduct Meetings In South America

Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, will leave here by plane tomorrow for Brazil on the first leg of a tour of the company's offices in South America.

In Rio de Janeiro, Picker will hold the first Brazilian sales convention in the company's history, at which he will outline the U. A. lineup for 1952 and discuss the organization's plans and policies for expansion in the Latin-American market.

Delegates attending the conference will include Sam Bekeris, South American supervisor; Enrique Baez, general manager in Brazil; branch managers of the company's exchanges in Brazil and key personnel from the Rio office.

After Brazil, Picker has scheduled visits to Uruguay, Argentina, Chile, Peru, Panama and Venezuela. He expects to be back at the home office on Feb. 15.

Britons to Attend Uruguay Festival

London, Jan. 13.—The British Film Producers Association will be represented at the Uruguayan International Film Festival at Punta del Este the last half of this month by John Sutro, George Minter and Trevor Howard. The latter's actress wife, Helen Cherry will be a member of the delegation.

Feature films submitted to the Festival are "A Christmas Carol," Carol Reed's "Outcast of the Islands" and the Royal Film Performance choice, "Where No Vultures Fly."

Reisman to Tour South America And Visit Uruguay Festival

Phil Reisman, RKO Radio vice-president in charge of foreign distribution, will leave here tomorrow by plane for a visit to the company's Latin-American offices, with Montivideo, Uruguay, as his first destination. While in Uruguay, Reisman will attend the Second International Film Festival in Punta de Este, where RKO has entered three films, Samuel Goldwyn's "I Want You," Wald-Krasna's "The Blue Veil," and Walt Disney's True Life Adventure film, "Nature's Half Acre."

Industry Scrap Drive Opens Here Today

Local branch managers of all distributors will gather today at the 20th Century-Fox home office to launch the organization of the New York Metropolitan area in connection with the industry's participation in the national defense scrap metal drive.

The meeting will be addressed by John B. McCullough, head of the conservation department of the Motion Picture Association of America, which has been cooperating with the government in the drive, and William Murphy of Republic who is head of the industry's scrap metal committee.

Personal Mention

Roy Brewer, IATSE studio representative, is here from the Coast for conferences with president Richard Walsh.

●

Howard Dietz, M-G-M vice-president and director of advertising, publicity and exploitation, is due back here from the Coast today. Si Seadler, advertising manager, will remain at the studios another week before returning to New York.

●

William B. Zoellner, M-G-M shorts and newsreel sales head, will arrive in Cleveland today from Buffalo, and from there will go to Pittsburgh.

●

David E. Rose, producer, will arrive here from Hollywood today en route to London.

J. Miller Walker, RKO Radio vice-president and general counsel, left here over the weekend for a vacation in Georgia.

●

Joseph A. Walsh, head of branch operations for Paramount, will arrive in San Francisco today from Portland, Ore.

●

Budd Rogers, Realart executive vice-president, has returned here from Florida.

●

Herbert Gerken, vice-president of Stephen Slesinger, Inc., has arrived here from the Coast.

●

Eric A. Johnston, Motion Picture Association of America president, left here Friday by plane for Washington.

Hyman at UPT Meet In Buffalo Thursday

Buffalo, Jan. 13. — Edward L. Hyman, vice-president of United Paramount Theatres, will be here on Thursday from New York for a conference with local and Rochester UPT executives. Accompanying Hyman for the meeting will be Bernard Levy, Max Fellerman and Al Sicignano. Following the Buffalo meeting, Hyman and his assistants will motor to Rochester with Arthur Krolick, general manager of UPT in both cities, to look over the Paramount houses there.

Peiken Comptroller Of Levin Associates

The appointment of Max Peiken as comptroller, was announced by Jack H. Levin Associates, national survey, research, and checking company.

Peiken, who formerly was with Confidential Reports as assistant comptroller, will be in charge of all financial matters of the Levin firm.

'U's' 1951 Gross Was $5,892,783

Gross earnings of Universal Pictures for the fiscal year (53 weeks) ending Nov. 3, 1951 before taxes and write offs were $5,892,783, and not $8,823,783 as reported in *Motion Picture Daily* on Friday.

Net earnings were $2,092,783, or $1.92 per share on the 960,498 shares of common stock outstanding, after provision of $3,300,000 for Federal taxes on income and excess profits and after a provision of $500,000 for contingent liabilities.

Rackin to Houston

Hollywood, Jan. 13.—Al Rackin, publicity director for Roy Rogers and Dale Evans is Houston-bound for preliminary arrangements covering their "Houston Fat Stock Show and Rodeo" engagement, Jan. 30 to Feb. 10. In addition to radio and television appearances, Rogers and Evans will visit Veteran's Hospital, Crippled Children's Hospital, and will talk before Rotarian and Chamber of Commerce luncheons.

Finkel in Souvaine Eastern Sales Post

Bob Finkel has been named Eastern district sales manager of Souvaine Selective Pictures, succeeding John McKenna who resigned last week and will announce future plans in a few days.

Finkel was most recently in the Republic sales department and prior to that was branch manager in New York for Eagle Lion Classics.

Grainger at Chicago Sales Meet Today

Chicago, Jan. 13. — James R. Grainger, Republic executive vice-president in charge of sales and distribution, left the Coast over the weekend following a two-day sales meeting at the studio, and will preside tomorrow at the first of two sales sessions to be held at the Blackstone Hotel here.

San Francisco Critics Name 'Streetcar'

San Francisco, Jan. 13.—The San Francisco Critics Council has selected for special citation "Streetcar Named Desire," as the best film of the year, with co-stars of the film, Vivien Leigh and Marlon Brando, as the best actress and actor. Best foreign film prize went to "Seven Days to Noon," British. Most disappointing "pretentious" film citation went to "Valentino."

Al Putz, MGM Veteran

Minneapolis, Jan. 13.—Al Putz, a 30-year veteran with M-G-M, died at St. Barnabas Hospital here last Tuesday following a cerebral hemmorhage. He was 54. Putz had been salesman, office manager and booker at the M-G-M branch here for 15 years.

Coyne on Bond Drive

Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, left here for Washington on Friday for a series of meetings with U. S. Treasury Department officials on plans for the 1952 government Bond Drive.

Newsreel Parade

The sinking of the freighter, Enterprise, *following its captain's courageous struggle to rescue it from that fate, is covered in all current newsreels. President Truman's message to Congress, an Atlantic City fire, the Golden Gloves boxing matches and sundry other subjects round out the reports. Complete synopses follow:*

MOVIETONE NEWS, No. 5—*Enterprise* sinks. Truman message. Atlantic City fire. Costello trial. "Viva Zapata!" cited. President meets boy with a gun. Tommy Bolt wins Los Angeles open. Silver Skates.

NEWS OF THE DAY, No. 239—Great sea drama. Truman warns of third war. Atlantic City fire. British stand firm on Suez.

PARAMOUNT NEWS, No. 42—End of the *Enterprise*. German dog act. Bear in Hollywood. Truman message. Silver Skates. Golden Gloves.

TELENEWS DIGEST, No. 2-B—Nevada atom test. Truman message. Mrs. Carlsen awaits skipper-husband. Super-carrier. Cruiser to carry guided missiles. British private wins medal. Winter tames wild fowl.

UNIVERSAL NEWS, No. 525—Truman message. *Enterprise* sinks. Atlantic City fire. New carrier catapult. Golden Gloves.

WARNER PATHE NEWS, No. 44—*Enterprise* pictures. Atlantic City fire. Truman message. March of Dimes poster boy. Pooch pantomime. Golden Gloves.

$68,000 Donated to Will Rogers Hospital

Some $68,000 was turned over to Chick Lewis, at the testimonial dinner at the Hotel Astor here Friday night in his honor, for the Will Rogers Memorial Hospital, of which he is executive vice-president. Lewis was feted by friends and associates in the industry for his efforts in behalf of the Hospital and in behalf of Variety International, of which he is "press guy."

The funds were presented in three separate checks. The first, from Sam Switow and Charles Feldman, exhibitor and distributor chairman, respectively, of the recently concluded Will Rogers "Christmas Salute," was for $57,000 and represented the first monies received in the "Salute." Fred J. Schwartz, chief barker of Tent No. 35 and chairman of the meeting, presented the second check of $10,000 from the local Variety Club. The third check, for $1,000, represented the dinner surplus and was presented by Abe Montague, president of the Will Rogers Memorial Hospital, who also presented a bronze plaque to Lewis. Marc Wolf, Variety Club International chief barker, and Si Fabian also spoke.

Gift to Variety Clubs

The Pepsi Cola Co. will present a $500 honorarium in Las Vegas during the forthcoming Variety Clubs convention, to the Tent that wins the annual charity citation for the outstanding charitable activity, stipulating only that the money be used for the project that won the citation, Marc J. Wolf of Variety Clubs discloses.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

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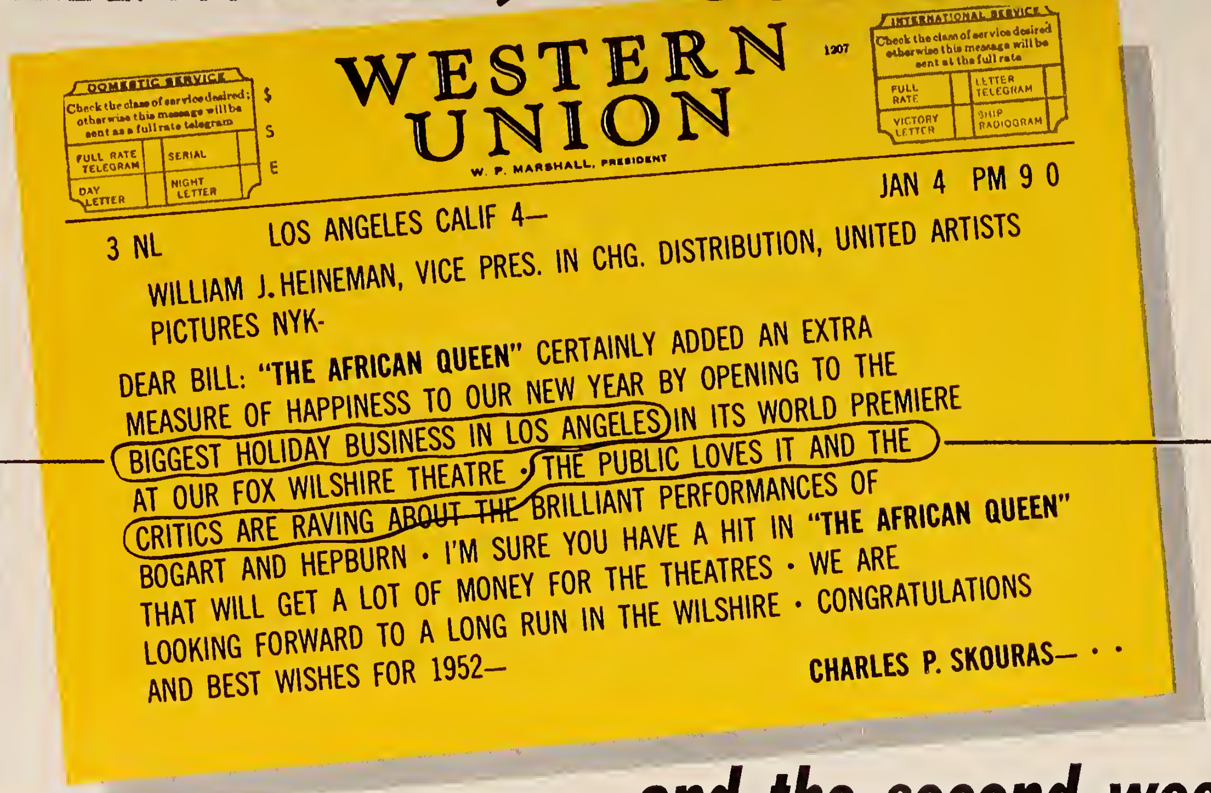

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DEAR BILL: **"THE AFRICAN QUEEN"** CERTAINLY ADDED AN EXTRA MEASURE OF HAPPINESS TO OUR NEW YEAR BY OPENING TO THE BIGGEST HOLIDAY BUSINESS IN LOS ANGELES IN ITS WORLD PREMIERE AT OUR FOX WILSHIRE THEATRE · THE PUBLIC LOVES IT AND THE CRITICS ARE RAVING ABOUT THE BRILLIANT PERFORMANCES OF BOGART AND HEPBURN · I'M SURE YOU HAVE A HIT IN **"THE AFRICAN QUEEN"** THAT WILL GET A LOT OF MONEY FOR THE THEATRES · WE ARE LOOKING FORWARD TO A LONG RUN IN THE WILSHIRE · CONGRATULATIONS AND BEST WISHES FOR 1952—

CHARLES P. SKOURAS— · ·

"THE PUBLIC LOVES IT AND CRITICS ARE RAVING!"

...and the second weekend tops the first!

HUMPHREY BOGART
KATHARINE HEPBURN

Produced by **S. P. EAGLE** · Directed by **JOHN HUSTON**

"THE AFRICAN QUEEN"

COLOR BY TECHNICOLOR

Horizon Pictures presents HUMPHREY BOGART · KATHARINE HEPBURN in "THE AFRICAN QUEEN" · Color by TECHNICOLOR · with ROBERT MORLEY and Peter Bull · Theodore Bikel · Walter Gotell · Peter Swanwick Richard Marner · A Horizon-Romulus Production · Produced by S. P. EAGLE · Directed by JOHN HUSTON Director of Photography Jack Cardiff · Based on the novel "The African Queen" by C. S. Forester Adapted for the screen by James Agee and John Huston

Another BIG ONE thru **UA**

Mixed Reception to Harvey's Bid on Arbitration Meet

SAN FRANCISCO, Jan. 13.—Trueman T. Rembusch's reply to the wire from Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, indicated that the Allied president stood by the previously published statement of Abram F. Myers, Allied counsel, rejecting Harvey's wired suggestion that an exhibitor associations congress be held in New York in February to discuss arbitration.

Mitchell Wolfson, president of the Theatre Owners of America, replied to Harvey's telegraphic bid for such a meeting by stating that he personally was in favor of it, but added that the suggestion would be referred to the TOA board meeting in Los Angeles on Feb. 4.

No further action will be taken by PCCITO on the subject pending its board meeting at the Benson Hotel, Portland, Ore., on Tuesday.

Arbitration's Scope

(*Continued from page* 1)

subjects which would be arbitrated, TOA holds.

In the opinion of Abram F. Myers, Allied general counsel, who is drawing up that organization's plan for an arbitration system, such a system must be all-inclusive—taking in rentals, competitive bidding, print shortages, and other problems as well as clearance and runs and matters that distributors want arbitrated.

Another point on which the blueprints of these two organizations are expected to show disagreement concerns the administration of an industry system. Whereas TOA is understood to be agreeable to having the American Arbitration Association again administer industry arbitration, to the extent even of providing tribunals and appeal machinery, Allied on the other hand has outspokenly opposed AAA's taking a hand in a future industry system of arbitration. Allied has labeled AAA "too expensive." A number of the distributors are known to be unalterably opposed to arbitrating film prices and competitive bidding disputes. Whether an all-industry conference on arbitration can solve all existing differences on the subject remains to be seen, of course.

Meanwhile, TOA's blueprint will be voted upon by the TOA executive committee when it meets Jan. 28-31 in Los Angeles, and Allied's will be weighed by that organization's board at its meeting in Washington Feb. 4-6.

Unit Reelects Lyon

HOLLYWOOD, Jan. 13.—Francis D. Lyon has been reelected president of American Cinema Editors and all other officers have been reelected, among them Frederick Y. Smith, vice-president; Jack W. Ogilvie, secretary; Richard Heermance, treasurer; Ted Loeff, director of publicity.

WANTED, motion pictures to be edited into short subjects for non-theatrical use. Good comedies, adventure, wild animal, science fiction or dramatic stories in feature or short subject length. Negatives or fine grains desired. Write Box 500, Motion Picture Daily, 1270 Sixth Avenue, New York 20, N. Y.

CD Effort

(*Continued from page* 1)

16mm. films in long trailer-trucks, telling what to do and what not to do in case of an attack.

The basic idea follows the city-by-city visit of the "Freedom Train" which was sent around the country some time ago to teach the public the meaning of freedom and democracy.

A key exhibitor will be appointed in each area to marshal exhibitors for full-scale participation. Approved by sales heads of all MPAA member companies, the project is the answer of the organized industry to many requests from exhibitors of all strata and from the CDA for a medium through which they can aid the Civilian Defense movement.

To Carry Displays

The trailer-truck convoys, all carrying animated, lighted displays, will not only point up the need for civilian defense preparations, but will also show what might happen to an American city if and when an A-bomb strikes, and the effects of a chemical attack.

The convoys will be housed in armories, auditoriums and other places of public assembly. National Screen Service will handle physical distribution of the film trailers. No rentals will be charged, of course. Both the National Civilian Defense Administration and local CD organizations will work closely with exhibitors in promoting their screenings, the "Alert American Convoys" being projects of the Federal CDA.

Clinch Albany TOA

(*Continued from page* 1)

have. With the enrollment of an expected sizeable number of additional showmen into the evolving Albany TOA unit at the Watertown gathering, the regional will become an entity within the family of TOA regionals and soon will elect officers and proceed to perform its principal role as TOA "watchdog" during State legislative sessions.

Sullivan Speaker

Gael Sullivan, TOA executive director, will be the main speaker at the Watertown meeting. He was scheduled to address a meeting there Dec. 18, which had to be cancelled because of a 24-inch snowstorm. Other exhibitor leaders who will attend from Albany are Harry Lamont, Jules Perlmutter and Lewis A. Sunberg. Some 40 exhibitors and theatre managers are expected to attend.

Hold Strategy Meets

(*Continued from page* 1)

to be covered in industry testimony and the persons who would cover each point. The Federal Communications Commission opens hearings Feb. 25.

Prior to the Friday meeting, the NETTC officials had worked up an outline of exhibitor testimony, while the MPAA officials had worked up a similar outline of production-distribution testimony. The Friday-Saturday sessions were devoted to merging these into one master outline.

Attending the meetings were: Marcus Cohn and Stuart Bailey for NETTC; and Vincent Welch, James Fly, Frank McIntosh, Andrew Inglis, Ed Cooper and Taylor Mills for MPAA.

TOA Meet Jan. 28-30 At NT Headquarters

Hollywood, Jan. 13.—Charles P. Skouras, chairman of the board of Theatre Owners of America, announced that 70 independent and circuit exhibitors, representing 9,500 theatres, will convene Jan. 28 for a three-day conference at National Theatres headquarters here. TOA president Mitchell Wolfson and executive secretary Gael Sullivan will preside over the sessions, with one day devoted to a meeting with Hollywood studio executives and producers on mutual problems.

4 Firms Reject Bid By Skiatron, 1 OK

With only one more day left on Skiatron's deadline for responses on its bid for product, a survey of major companies shows only one affirmative reply, three in the negative and two companies still to announce their decision.

Paramount Pictures is the only company which has announced its intentions of furnishing film for a bona fide test, once Skiatron has secured permission from the Federal Communications Commission.

Metro-Goldwyn-Mayer and RKO Pictures are expected to announce their decisions shortly, while 20th Century-Fox, Universal, and Warner Brothers have indicated their rejection. United Artists, it was learned, has not been approached by any of its producers seeking an okay to have their films available for the test, while a Columbia spokesman says a Skiatron request has not been received.

Bid College Heads To Obey TV Ban

CINCINNATI, Jan. 13.—The cooperation of college heads in the restricted home television 1952 experimental program has been asked for by the National Collegiate Athletic Association.

The Association, which wound up a series of deliberations at the weekend, heard the 30-page television committee's report which declared that "unrestricted television would ruin small school game attendance." It stressed the danger of a few top teams monopolizing the networks and also stated that the previous winter's experimental program slowed down the "alarming attendance decline characteristic of the many which colleges faced with unrestricted television in 1950."

Fabian Sparks

(*Continued from page* 1)

Unlike the abortive attempt to negotiate for the theatre televising of "Saint Joan," most theatremen are of the opinion that the Vivien Leigh and Laurence Olivier vehicle especially would be an outstanding boxoffice attraction.

Reports that the "Saint Joan" project failed because of the economics of the situation, that the theatres could not put up the required sum, were contradicted by an executive who took part in the discussions. He said circuit executives did not believe it would be good boxoffice.

Skouras Says

(*Continued from page* 1)

"proud position" of the company in the industry, and calling upon them to support the line-up of pictures with sound and fair distribution methods, both Skouras and Al Lichtman, director of distribution, keynoted the final sessions of the convention.

"Fair dealing must be our motto and we must have the respect of our clients and our associates," Skouras told the delegate.

Skouras in an hour-long message told the men that they could not depend on business coming to the boxoffice automatically, and it was incumbent upon them to become salesmen of a calibre who can not only sell pictures but inspire showmen through their efforts to sell these pictures to the public.

Formulate New Methods

Lichtman told the men that they must channel the knowledge and experiences gained at the convention to formulate new methods and techniques to see that the motion picture meets and surpasses its competition, so that a healthy future will be assured for the industry at large.

Lichtman asked them to discover ways and means of implementing methods of selling the public long in advance of the opening of the picture, and urged even greater efforts in their program to combine merchandising with their sales activities so as to assure top audiences for all the company's product.

Skouras called on the advertising and publicity forces to be alive to the change in public taste in order to take advantage of their needs and desires. He asked them to inspire the exhibitor to greater showmanship efforts with their campaigns.

20th Century-Fox Sales Convention Concluded

Friday's final morning session of 20th Century-Fox's sales convention was turned over to 20th-International, headed by Murray Silverstone.

Speakers also included vice-president Emanuel Silverstone, Albert Cornfield, managing director for Continental Europe; Edward Cohen, supervisor of Central and South America, and Edward Ugast, Far East manager.

Each depicted the operation of his territory contrasting it with domestic distribution methods. Murray Silverstone pledged greater efforts of his department in the world market, saluting Spyros Skouras, Al Lichtman and Charles Einfeld for their cooperation in the global operations of the company.

Also addressing the delegates were division managers of the sales force, Herman Wobber, Harry Ballance, Moe Levy, Ray Moon, Ed Callahan, Martin Moskowitz, Peter Myers, Glenn Norris, Buck Stoner and Paul Wilson. Clarence Hill, supervisor of exchanges, discussed branch operations.

Kaufman, Schreier Unite

Formation of Kaufman and Schreier, publicity and promotion organization here, was announced by Ben Kaufman and George Schreier. Kaufman was formerly with Mutual Broadcasting, United Artists, Universal, and M-G-M, and is at present retained by the network as a consultant. Schreier was with American Broadcasting for a number of years.

Set W-K Plans In New Deal

HOLLYWOOD, Jan. 13.—Executive Producer Jerry Wald has started preparations for the production schedule which Wald-Krasna will carry on through 1952, under the newly-concluded agreement with RKO Radio Pictures, by assigning properties to producers and aligning his staff.

Four properties scheduled for early production were assigned to Producer Harriet Parsons. They are "High Heels," "Size 12," "Strike a Match" and "Exclusive Model."

Norman Krasna, partner in the independent producing company, begins work immediately on two as yet untitled stories, which he will write and direct.

Tom Gries will continue his present assignment as associate producer of "This Man Is Mine," which Wald-Krasna have before the cameras, with Susan Hayward, Robert Mitchum and Arthur Kennedy starred and Nicholas Ray directing.

Also scheduled for early production are "The Girls Have Landed," "I Married A Woman," "The Big River" and "The Way Up."

Elect Arthur Cole To Succeed Rhoden

KANSAS CITY, Jan. 13.—The board of directors of the Motion Picture Association of Greater Kansas City has elected Arthur Cole of the Paramount exchange president, succeeding Elmer C. Rhoden of Fox Midwest Theatres who has presided in the first two years of the organization.

James W. Lewis, branch manager for RKO, was elected first vice-president; Stanley Durwood, general manager of the Durwood circuit, second vice-president; Senn Lawler of Fox Midwest was reelected secretary and Sam Abend of Exhibitors Film Delivery Service was reelected treasurer. Cole appointed Rhoden chairman of the welfare committee and the chief project this year is the sending of boys to summer camps.

Chicago Film Group Makes Charity Plans

CHICAGO, Jan. 13. — Theatres here will be asked to make audience collections for La Rabida Jackson Park Sanitarium on behalf of the Variety Club for Illinois during the week of Feb. 8, it was decided at a luncheon meeting of the Chicago Amusement Activities committee here today.

Also, Harry Balaban was named chairman of the Chicago amusement division of the forthcoming Red Cross drive. The meeting, at which John Jones presided, was attended by Paul Marr, Jack Kirsch, Ben Marcus of Milwaukee, Dave Wallerstein, Ralph Smitha, Herb Wheeler, Harry Balaban, Carl Heil, Irving Mack, Joe Berenson, William K. Hollander, Sylvan Goldfinger, Mannie Smerling, Louis Lindenthal, Robert Harrison, Mike Stern, and Bruce Trinz.

Canham, Reed Re-named

WASHINGTON, Jan. 13.—President Truman has renominated Erwin Canham and Philip Reed as members of the U. S. Advisory Commission on Information.

Counterfeits In Chicago, US Warns

Chicago, Jan. 13.—Harry D. Anheier, special agent in charge of the U. S. Secret Service here, has issued a warning to local exhibitors and merchants that $10 and $20 counterfeit bills are being circulated in this area. Several local theatres have been stuck with them during the past several days.

Monthly Promotion Prizes Set by MGM

M-G-M leads off its showmanship activities for the new year with the announcement by Howard Dietz, vice-president and director of advertising-publicity, of the company's "Promotion Prize of the Month." Prizes totalling $1,000 will be awarded each month for the next six months to exhibitors creating the best campaigns for the designated attraction of the month. The contest starts Feb. 1 with "Invitation," starring Van Johnson with Dorothy McGuire, Ruth Roman and Louis Calhern.

Although a new M-G-M production will be designated each month, exhibitors will have approximately four months in which to complete campaigns and submit them. The closing deadline for entries on "Invitation" is May 30.

First prize each month will be $500, with the second prize of $250 and five additional prizes of $50. A panel of judges for the "Promotion Prize of the Month" will be made up of the following: Walter Brooks, editor of the Round Table of *Motion Picture Herald;* Chester Friedman, editor of The Showmandiser section of *Boxoffice;* Chick Lewis, publisher of *Showmen's Trade Review.*

New Orleans 'Item' Hails Film Quality

NEW ORLEANS, Jan. 13.—The New Orleans *Item* here, in a review of the film industry, has a lot of good things to say about the industry's past 12 months, "when 'Movietime, U.S.A.' was invented and made to work—possibly the most complete co-ordination ever achieved by an industry known in the past for its internal jealousies and warfare."

The *Item* calls 1951 the year in which "most fans and critics agree, movies really began to get better than ever," when "attendance began to climb back to the top," proving that "there was some connection between better films and the box-office."

The New Orleans daily observes that at the beginning of the year a common expression was, "I haven't been to the movies for months!" At the end of the year, says the *Item,* these same circles were heard to say, "We've started going to the movies again!"

SAG Awards Feb. 25

HOLLYWOOD, Jan. 13.—Screen Writers Guild annual awards will be announced and presented at a banquet Feb. 25 at the Hollywood Palladium, with the ceremony to be broadcast.

NEWS in Brief . . .

"Trilby," by George Du Maurier, will be the first of four to be produced by George Minter for Renown Pictures during 1952.

The other productions include Thackeray's "Vanity Fair," and Charles Dickens' "The Pickwick Papers." Also under consideration is an adaptation of Richard Sheridan's "School for Scandal." Minter will visit Hollywood and New York to confer with Richard Gordon, president of Renown of America, regarding distribution arrangements.

•

The Association of Documentary and Television Film Cameramen, section NABET-CIO, has inaugurated a Robert Flaherty Memorial Library. The funds from a recent ADTFC showing of Flaherty films will be used to create a library of technical and theoretical books on the film as a means of aiding the development of film craftsmanship.

•

TORONTO, Jan. 13.—Canadian Odeon has transferred Sam Hebscher from the Palace here to the Capitol to replace Connie T. Spencer, veteran manager who has retired. Neil Main, formerly at the Odeon at Galt, was promoted to manage the Palace. It has also adopted a new policy for the two houses. Morning shows will start at 10:00 A. M. with continuous performances straight through to midnight, one hour later than usual.

•

In connection with the initial key-city showings of "Week-End with Father," Universal-International is offering exhibitors from Coast to Coast, for distribution to their patrons, quantities of membership cards in the Gigi Perreau Fan Clubs and special autographed photographs of the child star. Miss Perreau is co-starred in "Week-End."

•

The motion picture division of the General Federation of Women's Clubs has selected the following as its list of the 10 best motion pictures of 1951:

1, "The River;" 2, "A Streetcar Named Desire;" 3, "An American in Paris;" 4, "Death of a Salesman;" 5, "Bright Victory;" 6, "Tales of Hoffmann;" 7, "The Detective Story;" 8, "Quo Vadis;" 9, "People Will Talk;" 10, "Decision Before Dawn."

Gallo Distribution Rights to US Firm

ROME, Jan. 13.—Gallo Film, Italian production firm, is planning to produce two to three films a year with distribution to be handled by an American company. The firm recently released "The Forgers" through M-G-M, and last year released "Northern Barrier" through Rank on the Continent.

Building Code Hearing

ALBANY, N. Y., Jan. 13.—The State Board of Standards and Appeals will hold a second hearing here this afternoon on proposed amendments to the standard Building Code for places of public assembly. Due to a delay in transcribing the minutes of the first session Dec. 13, the Board could not distribute mimeographed copies of possible changes made as a result of criticisms and suggestions advanced them.

Press Clinic At Allied Meet

MINNEAPOLIS, Jan. 13.—The annual spring meeting of North Central Allied—a date for which has not yet been set—will feature, like last year's gathering, a clinic and forum of NCA exhibitors with newspaper editors, publishers, editorial personnel and advertising men, along with advertising and publicity representatives of producers and distributors.

A drive has already been launched to round-up the largest number of delegates and guests ever to attend an NCA meeting, according to Stan Kane, NCA executive counsel. Every exhibitor in the Minneapolis area is being urged by the NCA to start making arrangements to bring to the convention the publisher, editor or other key man on his town newspaper. The exhibitor is urged to pay the newspaper representative's expense to Minneapolis, if necessary.

Kane requests outstate exhibitors to make the date with their newspaper people as soon as possible to aid the association in completing plans for their entertainment, as well as for the clinic and forum.

Para. Sales Meet

(*Continued from page* 1)

sales and merchandising policy on current and forthcoming product, production plans for the future, short subjects, television and an analysis of advertising, publicity and exploitation operations.

Present from the field will be division managers M. R. Clark, South Central; J. J. Donohue, Central; Howard G. Minsky, Mid-Eastern; Hugh Owen, Eastern and Southern, and George A. Smith, Western; along with Gordon Lightstone, Canadian general manager, and Al Kane, assistant Eastern and Southern division manager.

MPAA Upholds

(*Continued from page* 1)

lished procedure, appealed to the MPAA board. The latter viewed the disputed film Friday afternoon before making its decision in favor of P. C. A.

"Wait Till the Sun Shines, Nellie" is a George Jessel production, in Technicolor and stars David Wayne, Jean Peters and Hugh Marlowe. It was directed by Henry King and is scheduled for release next fall.

5 in 10 Weeks from Rank in London

The stepped-up production activities of the J. Arthur Rank Organization during 1951 is reflected in the forthcoming London premieres of five new Rank films within the next 10 weeks, the company's New York office reports.

First will be Ealing Studios' "His Excellency." Following that, and again from Ealing will be "Secret People." "Hunted" will have its first London showing on Feb. 14. In late February "The Card" will have its premiere.

Last to be launched, in early March will be "I Believe In You," (formerly entitled "One Sinner"). Immediately following the British premieres, the films will be flown to the United States for distribution.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 10. NEW YORK, U.S.A., TUESDAY, JANUARY 15, 1952 TEN CENTS

UPT-ABC Issue Goes Before FCC

Hearings on Merger Start In Washington Today

WASHINGTON, Jan. 14.—Hearings will open tomorrow before Federal Communications Commission examiner Leo Resnick on the proposed merger between American Broadcasting Co. and United Paramount Theatres and on the broad question of whether UPT, Paramount Pictures or their affiliates should be allowed to remain in television.

The hearings will probably continue on and off for many months, and a final decision is unlikely for a year or more.

The first phase of the hearings will deal with the question of whether Paramount Pictures controls Allen B. DuMont Laboratories and other questions dealing with the transfer of Du-

(*Continued on page 8*)

'Greatest Show' in Smash $145,000; 'Model' Hits $95,000

Lively weekend business bolstered most Broadway grosses this week with a smash $145,000 forecast for the opening week of "The Greatest Show on Earth" at Radio City Music Hall and a terrific $95,000 for the first week of "The Model and the Marriage Broker" at the Roxy. In addition to the filmfare, both houses feature stage shows.

As to weekend business, the Roxy Theatre reported that the 20th Century-Fox film set a year-long non-holiday record business, topped only by the personal appearances of Milton

(*Continued on page 9*)

Clark Resigns As Para. Division Head

The resignation of M. R. (Duke) Clark, Paramount Film Distributing Corp. South Central division manager, due to poor health, was announced yesterday by A. W. Schwalberg, president. It is effective Feb. 29.

In a wire to Clark, Schwalberg expressed "deep regret" on behalf of the Paramount organization.

Clark joined Paramount in 1921.

(*Continued on page 9*)

Loew's Paid $2,750,000 to Mayer For His Residual Interest in Films

Washington, Jan. 14. — The amount Loew's paid to Louis B. Mayer, former production vice-president, for his residual interest in the profits of films produced during his 27-year tenure with the company, was revealed today in a Loew's report to the Securities and Exchange Commission to be $2,750,000.

Mayer's employment having terminated on Aug. 31, 1951, he was entitled to receive thereafter 10 per cent of the net receipts from further distribution of pictures produced between April 7, 1924, and the termination date. His employment contract provided additionally that he was to receive 10 per cent of the value of any stories of such pictures reused or sold.

Under an agreement dated Dec. 14, 1951, the company on that day made a lump sum payment to Mayer of $2,750,000 and all obligations of Loew's to make any residual payments under his terminated employment pact were cancelled.

Wisc. Allied Sets Up Interim Arbitration Unit

MILWAUKEE, Jan. 14.—Wisconsin Allied jumped with both feet into the field of arbitration by decision of the board of directors of Allied Independent Theatre Owners of Wisconsin at the first meeting of the new board, president S. J. Goldberg appointing Ben Marcus chairman of a committee of three to immediately make an effort to solve the problem facing small exhibitors.

This committee, known as the "Arbitration of Film Committee," was set up as a stop-gap until an all-industry arbitration program is formulated.

Serving on the committee with Marcus will be A. M. Spheeris of the Towne Theatre, Milwaukee, and Goldberg.

Other committee appointments confirmed at the meeting were:

Legislative committee: F. J. McWilliams, chairman, Eric Brown, C. L. Baldwin, J. Goderski, John P. Adler, Fred Lienhardt, and Marcus.

Drive-in committee: Spheeris, chairman, F. J. McWilliams, Robert Karatz, John Schuyler, Sam Kostas

(*Continued on page 8*)

RKO Theatres Board Meeting Here Today

The first meeting of directors of RKO Theatres Corp. who were elected at the stockholders meeting held in Dover, Delaware, on Jan. 10, will take place today at the home office here.

The principal business will be the election of officers.

The board consists of Sol A. Schwartz, Edward C. Raftery, Ben-Fleming Sessel, William J. Wardall, David J. Greene and A. Louis Oresman.

B. of T. Gets First U.K. Trade Problems

LONDON, Jan. 14. — In the first meeting of a member of the present British government with a film industry official, Peter Thorneycroft, president of the Board of Trade, today told Tom O'Brien, head of the National Association of Theatrical and Kine Employees, that he could make no statements regarding policy for the film industry in advance of the reassembly of Parliament.

At the conference, O'Brien urged that the Conservative government implement its predecessor's promise to make a further loan of £2,000,000 ($5,600,000) to the National Film Finance Corp. and a three-year loan of £10,000,000 ($28,000,000) to the corporation to insure continuance of British film production. O'Brien states

(*Continued on page 4*)

Columbia Board To Be Reduced

The number of Columbia directors will be cut from 10 to nine effective Feb. 20, under a new amendment to the company's by-laws, it was learned here yesterday. The company's annual stockholders' meeting will be held Feb. 19.

The present ten-member board consists of Harry Cohn, Jack Cohn, A. Schneider, A. Montague, N. B. Spingold, Donald S. Stralem, J. M. Blancke, Arnold Grant, Henry Crown and L. Rosensteil.

Rental, Price Problems to TOA's Board

Trade Practices High on Agenda of Coast Meeting

WATERTOWN, N. Y., Jan. 14.—Discussions of trade practices will occupy a considerable part of the Theatre Owners of America executive board meeting on Jan. 28-31 in Los Angeles. Gael Sullivan, TOA executive director, indicated today in an address before some 30 Northern New York exhibitors at the Hotel Woodruff here.

Sullivan listed for the meeting six of the main items to appear on the agenda of the Los Angeles parley. They are: Submission and finalizing of a TOA arbitration plan for the industry; action on increased film rentals and forcing of admission prices; furtherance of organizational plans for regional committees to handle ex-

(*Continued on page 8*)

20th's Answer to Spot TV Newscasts: Longer Newsreels

Augmenting the regular issues of Movietone News, 20th Century-Fox will produce and distribute a special additional newsreel, 10 minutes in length, issued twice a week starting Jan. 18, in order to give expanded spot coverage of important happenings to selected theatres over the country. The news-film expansion is another industry answer to spot-news television coverage and competition.

Peter Levathes, short subjects sales manager for the company, said that the innova-

(*Continued on page 9*)

Kirsch Protests Small's TV Policy

CHICAGO, Jan. 14.—A protest has been addressed by Jack Kirsch, president of Allied Theatre Owners of Illinois, to Edward Small against sale of the latter's theatrical films to television while the producer continues to make films for theatres.

In a letter to Small released by Kirsch today the local exhibitor leader states: "I sincerely believe that you

(*Continued on page 8*)

May Release Loew's Decree in D.C. Today

Washington, Jan. 14.—The proposed Loew's consent decree, which was expected to be made public here today, will not be available before tomorrow at the earliest, according to a Department of Justice spokesman.

The decree is due to be presented to the New York Statutory Court on Jan. 23.

Johnston Off to Miami For MPA Conferences

WASHINGTON, Jan. 14.—Eric A. Johnston, Motion Picture Association of America president, left here tonight for Miami in company with Joyce O'Hara, MPAA vice-president, and Sidney Schreiber, secretary, for meetings with the presidents of the companies who, tomorrow, will begin negotiations with James C. Petrillo, president of the American Federation of Musicians, on new contracts for studio instrumentalists. Johnston and the other MPAA officials will not participate in the AFM talks, however.

Johnston who today held a "routine" staff meeting at the MPAA office here, will remain in Florida only two or three days, it was indicated.

Hoover to Address Dinner to Skouras

Former President Herbert H. Hoover will deliver the principal address at a testimonial dinner honoring George P. Skouras and J. Willard Hayden, principal benefactors of the Boys' Club of Queens, to be given in the Hotel Astor here on Thursday evening, for the benefit of the $200,000 Boys' Club of Queens Campaign Fund.

The dinner will launch a series of fund-raising events to raise a working capital of $200,000 for the benefit of the club. Meyer J. Baranco, its president, explained that George P. Skouras, founder of Skouras Theatres and president of United Artists Theatre Circuit, donated a $50,000 land grant for the erection of buildings to house the activities of the club.

R. Richards, British Showman, Dies at 67

LONDON, Jan. 14.—Randolph Richards, theatre executive and past president of the Cinematograph Exhibitors Association, died Saturday night while attending a masonic meeting in Eastbourne.

The 67-year-old executive was managing director of Picturedrome, Ltd., and Gaiety, Ltd.

Dr. Robert A. Black Dies

CHICAGO, Jan. 14.—Dr. Robert A. Black, 72, director emeritus of medical service at Labrida Jackson Park sanitarium, chief charity of Variety Club of Illinois, died Sunday at his home in Maitland, Florida. Before his retirement Dr. Black was medical director of Labrida.

Personal Mention

BEN GOETZ, head of M-G-M's British production activities, is due back here today from the Coast en route to London.

•

GAEL SULLIVAN, Theatre Owners of America executive director, will return to New York today from Watertown, N. Y.

•

P. T. DANA, Universal Pictures Eastern sales manager, will leave New York tonight for a week's trip to Boston, Albany, Pittsburgh and Cleveland.

•

JOSEPH I. BREEN, Production Code administrator, who recently underwent major surgery at Hollywood Presbyterian Hospital, returned to his home yesterday.

•

C. R. MCGOWN, general manager of Crescent Amusement Co., recently observed his 30th anniversary with the company.

•

MILTON DUREAU and his wife, co-owners of Masterpiece Pictures, Inc., announce the birth of a boy, MILTON, JR.

•

ANTHONY MANN, director, will leave here today for the Coast.

•

JERRY DAVIS, screenwriter, left here for the Coast yesterday.

•

MAURICE BERGMAN, executive in charge of public relations at Universal-International, returned to his desk yesterday following an illness.

•

WALTER MIRISCH, Monogram-Allied Artists executive producer, returned to his Hollywood office yesterday following a week's absence due to an attack of influenza.

•

LOUIS A. ARRU, co-owner and executive director of the Twin Drive-In and the Skyway Drive-In theatres in Louisville, underwent surgery in the Kentucky Baptist Hospital there.

•

ALAN M. GUNDELFINGER, vice-president of Cinecolor Corp., has returned from London where he spent nearly a year setting up British Cinecolor laboratories.

•

RALPH CATTELL, general sales manager and vice-president of Jerry Fairbanks Productions, is in San Francisco from Hollywood.

•

JACK BENNY and MARY LIVINGSTONE celebrated their silver wedding anniversary Sunday.

•

ALEXANDER MARKEY, president of Teleworld Productions, is en route to France, England, India and Ceylon.

The HERALD INSTITUTE of Industry Opinion

The First Report of

The HERALD INSTITUTE

of Industry Opinion

will appear in

this week's issue of

MOTION PICTURE HERALD

Little Hope for Spanish Pact

Film export officials here appeared yesterday to be ready to scrap what prospects there were for a Spanish-American film agreement.

At a meeting here tomorrow of the Motion Picture Export Association board the Spanish situation will come in for a complete airing. It is possible that a decision will be made at that meeting to forego further talks with the Spaniards for the present.

Reason for the dark outlook was said to be the Spaniards' stubborn refusal to alter in any way the formula for a pact which they submitted some months ago following meetings in Madrid with John G. McCarthy, Motion Picture Association of America foreign department chief.

The MPAA, in an effort to get the support of the Society of Independent Motion Picture Producers for the proposed agreement, has been attempting to get a specific allocation of import permits for the independents. It has been trying also to get similar allocations for Republic and Monogram. Reports from Tim Healey, MPAA representative in Madrid, have indicated the Spanish government to be insisting on adherence to the original formula which lumps all independents.

The MPEA board will also discuss developments with respect to export to Brazil, Belgium and Japan, but the Spanish situation is expected to occupy most of its attention at the meeting.

Ellis G. Arnall, SIMPP president, is due to arrive here tomorrow from Atlanta. It is expected he will give further attention to the Spanish situation.

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MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

TRADE SHOWINGS:

ALBANY Fox Screen Room	Fri.	1/18	2:00 P.M.
ATLANTA RKO Screen Room	Fri.	1/18	2:30 P.M.
BOSTON RKO Screen Room	Fri.	1/18	2:30 P.M.
BUFFALO Century Theatre	Fri.	1/18	8:30 P.M.
CHARLOTTE Manor Theatre	Wed.	1/16	9:00 P.M.
CHICAGO Chicago Theatre	Fri.	1/18	8:30 P.M.
CINCINNATI Palace	Fri.	1/25	9:00 P.M.
CLEVELAND Palace	Fri.	1/18	8:30 P.M.
DALLAS Majestic Theatre	Wed.	1/30	8:30 P.M.
DENVER Orpheum Theatre	Fri.	1/25	8:00 P.M.
DES MOINES Fox Screen Room	Fri.	1/18	1:00 P.M.
DETROIT Arc Theatre	Fri.	1/18	1:30 P.M.
INDIANAPOLIS Circle Theatre	Fri.	1/18	8:30 P.M.
KANSAS CITY RKO Missouri Theatre	Fri.	1/25	8:30 P.M.
LOS ANGELES RKO Screen Room	Fri.	1/18	2:00 P.M.
MEMPHIS Loews Palace Theatre	Fri.	1/18	8:00 P.M.
MILWAUKEE Garfield Theatre	Fri.	1/18	8:30 P.M.
MINNEAPOLIS Orpheum Theatre	Fri.	1/18	8:45 P.M.
NEW HAVEN Loews Poli Theatre	Mon.	1/21	8:00 P.M.
NEW ORLEANS Orpheum Theatre	Fri.	1/25	8:30 P.M.
NEW YORK RKO 86th St. Theatre	Fri.	1/18	9:00 P.M.
OKLAHOMA Story Center Theatre	Fri.	1/18	8:30 P.M.
OMAHA State Theatre	Fri.	1/18	8:45 P.M.
PHILADELPHIA Earle Theatre	Thurs.	1/17	8:30 P.M.
PITTSBURGH Stanley Theatre	Tues.	1/29	8:30 P.M.
PORTLAND Orpheum Theatre	Tues.	1/22	8:30 P.M.
ST. LOUIS Fox Theatre	Fri.	1/18	8:15 P.M.
SALT LAKE CITY Utah Theatre	Fri.	1/18	9:00 P.M.
SAN FRANCISCO RKO Screen Room	Fri.	1/18	2:00 P.M.
SEATTLE Orpheum Theatre	Fri.	1/18	8:30 P.M.
SIOUX FALLS Hollywood Theatre	Thurs.	1/17	9:00 P.M.
WASHINGTON Film Center ScreenRoom	Fri.	1/18	2:30 P.M.

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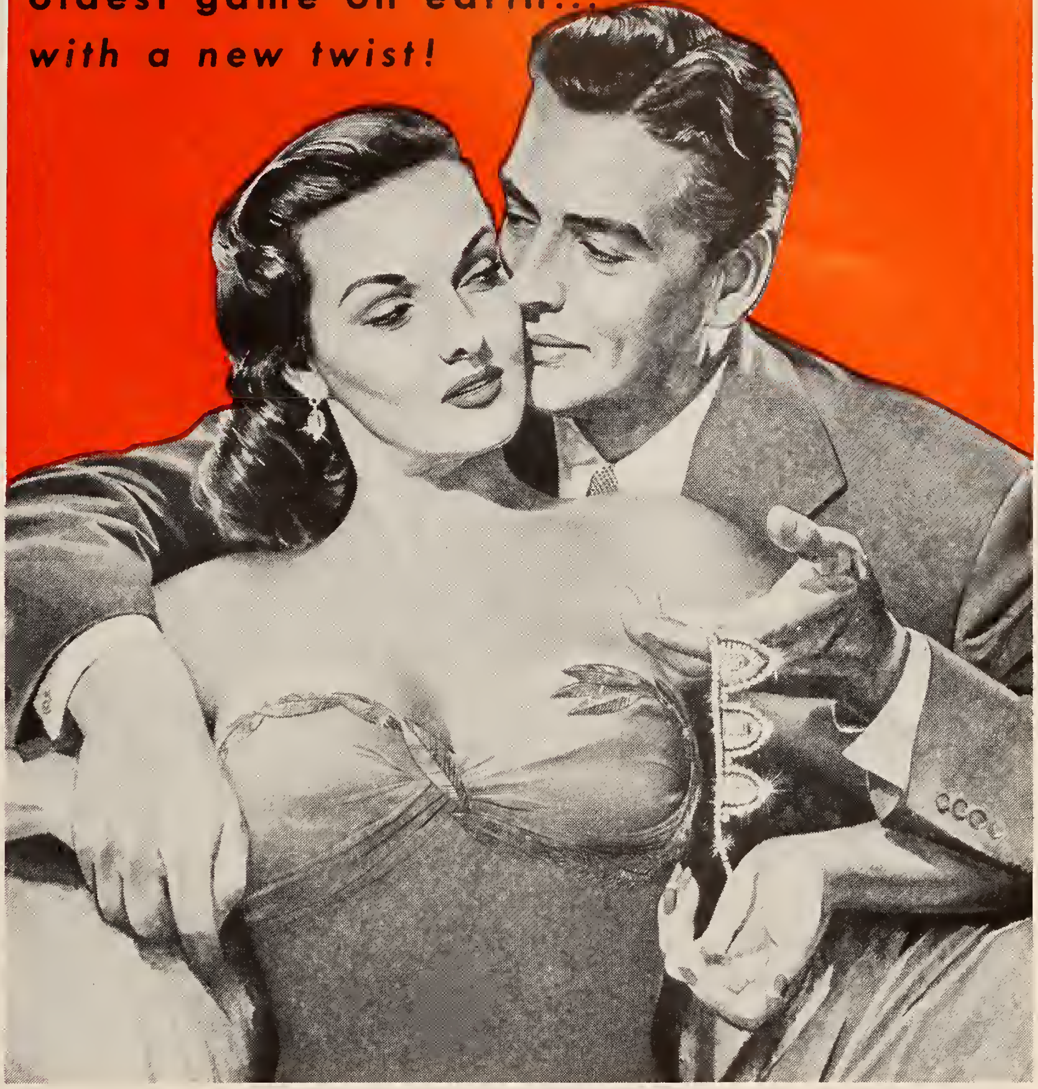
where everybody plays a game!

And these two play the
oldest game on earth...
with a new twist!



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JANE RUSSELL · VICTOR MATURE

in

THE LAS VEGAS STORY

co-starring **VINCENT PRICE** with **HOAGY CARMICHAEL**
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Screenplay by **EARL FELTON** and **HARRY ESSEX**

Hear JANE and HOAGY *Sing!*

RKO RADIO PICTURES

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS
of
"TRAIL GUIDE"

City	Place	Address	Day	Date	Time
ALBANY	Fox Scr. Rm.	1052 B'way	Fri.	1/18	4:00 P.M.
ATLANTA	RKO Scr. Rm.	195 Luckie St. N.W.	Fri.	1/18	10:30 A.M.
BOSTON	RKO Scr. Rm.	122-28 Arlington St.	Fri.	1/18	10:30 A.M.
BUFFALO	Mo. Pic. Oper. Scr. Rm.	498 Pearl St.	Wed.	1/23	3:30 P.M.
CHARLOTTE	Fox Scr. Rm.	308 S. Church St.	Fri.	1/18	2:00 P.M.
CHICAGO	RKO Scr. Rm.	1300 S. Wabash Ave.	Fri.	1/18	11:00 A.M.
CINCINNATI	RKO Scr. Rm.	12 E. 6th St.	Mon.	1/21	9:30 P.M.
CLEVELAND	Fox Scr. Rm.	2219 Payne Ave.	Fri.	1/18	2:30 P.M.
DALLAS	Para. Scr. Rm.	412 S. Harwood St.	Fri.	1/18	2:30 P.M.
DENVER	Para. Scr. Rm.	2100 Stout St.	Fri.	1/18	2:00 P.M.
DES MOINES	Orpheum Thea.	Locust & 8th St.	Fri.	1/18	8:30 P.M.
DETROIT	Blumenthal's Scr. Rm.	2310 Cass Ave.	Fri.	1/18	10:30 A.M.
INDIANAPOLIS	Univ. Scr. Rm.	517 N. Illinois St.	Fri.	1/18	1:00 P.M.
KANSAS CITY	Para. Scr. Rm.	1800 Wyandotte St.	Fri.	1/18	1:00 P.M.
LOS ANGELES	RKO Scr. Rm.	1980 S. Vermont Ave.	Fri.	1/18	10:30 A.M.
MEMPHIS	Fox Scr. Rm.	151 Vance Ave.	Fri.	1/18	2:30 P.M.
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	Fri.	1/18	10:30 A.M.
MINNEAPOLIS	Fox Scr. Rm.	1015 Currie Ave.	Fri.	1/18	10:30 A.M.
NEW HAVEN	Fox Scr. Rm.	40 Whiting St.	Tues.	1/22	3:30 P.M.
NEW ORLEANS	Fox Scr. Rm.	200 S. Liberty St.	Fri.	1/18	10:30 A.M.
NEW YORK	RKO Scr. Rm.	630 Ninth Ave.	Fri.	1/18	11:00 A.M.
OKLAHOMA	Fox Scr. Rm.	10 N. Lee St.	Fri.	1/18	10:30 A.M.
OMAHA	Fox Scr. Rm.	1502 Davenport St.	Fri.	1/18	10:30 A.M.
PHILADELPHIA	RKO Scr. Rm.	250 N. 13th St.	Fri.	1/18	2:30 P.M.
PITTSBURGH	RKO Scr. Rm.	1809-13 Blvd. of Allies	Fri.	1/18	2:30 P.M.
PORTLAND	Star Scr. Rm.	925 N.W. 19th Ave.	Fri.	1/18	2:30 P.M.
ST. LOUIS	RKO Scr. Rm.	3143 Olive St.	Fri.	1/18	11:30 A.M.
SALT LAKE CITY	Fox Scr. Rm.	216 E. 1st St. So.	Fri.	1/18	1:30 P.M.
SAN FRANCISCO	RKO Scr. Rm.	251 Hyde St.	Fri.	1/18	10:30 A.M.
SEATTLE	Jewel Box Scr. Rm.	2318 2nd Ave.	Fri.	1/18	11:00 A.M.
SIOUX FALLS	Hollyw'd Thea.	212 N. Philips Ave.	Fri.	1/18	9:30 A.M.
WASHINGTON	Film Center Screen Room	932 New Jersey Ave.	Fri.	1/18	10:30 A.M.

Plans for National Distribution Are Set up by Fairbanks

HOLLYWOOD, Jan. 14.—Augmenting its production and sales departments, Jerry Fairbanks Productions plans to create immediately a large new national distribution division throughout the U. S. to service television outlets and sponsors. To be headed by Ralph Cattell, vice-president and general sales manager of the Fairbanks firm, the new division not only will distribute Fairbanks video programs but those produced by other companies.

Separation from Official

At the same time the producer in a joint announcement with Official Films revealed the complete separation from the Eastern sales-distribution organization. Official, which has been the sales agency for a number of Fairbanks films since the split of the two corporations last year, is returning all product to the producer in accordance with an agreement, reached between Fairbanks and William Goodheart, president of Official, in New York.

Modern Talking Pictures, long one of the largest distributing agencies in the commercial film field, will handle print shipments and inspections for the new Fairbanks division through its 29 exchanges. The pact with Modern was finalized last week, the producer said.

8 Packages Will Be Available

Eight packages will be made available immediately through the Fairbanks distributing division, the producer reported. These include 13 "Jackson and Jill" half-hour comedies, 26 "Going Places with Uncle George," 26 "Television Closeups," 195 "Crusader Rabbit" animation shows, 13 "Hollywood Half-Hour" dramatic presentations, 52 "American Legion Wrestling" hour-long films, 26 "Paradise Island" musicals and 26 "Public Prosecutor" dramas which now are being re-edited as 15-minute programs.

"Academy Playhouse" a new dramatic series, has been set for filming this winter and will be handled by the new division.

Using the firm's newly opened branches in key cities as the nucleus for the organization, the distributing division rapidly will be expanded to cover 18 areas. Ultimate goal is an office in each of the current 64 TV markets. Present branch offices are in New York, Chicago, Cleveland and Detroit. Separate distribution offices will be established in Los Angeles this week and a branch in Atlanta will be opened later this month.

Set Student Rate in Chi.

CHICAGO, Jan. 14. — Schoenstadt's Piccadilly Theatre here has inaugurated a student admission rate of 50 cents, compared to the theatre's adult admission of 74 cents. Reduced rate cards will be issued by the manager to students who request them, and the cards also will be honored at the neighboring Harper and Hyde Park, both of which also are part of the Schoenstadt circuit. It is believed that this is the first such move in recent years on the part of a local exhibitor, although Balaban and Katz reportedly are mulling the institution of a similar plan.

Name Independent To Key CEA Post

London, Jan. 14.—John W. Davies, past chairman of the London and Home Counties Branch of the Cinematograph Exhibitors Association and a member of the Films Council, an independent exhibitor, is the sole nominee for the post of CEA vice-president. Thus Davies automatically becomes vice-president, and president for 1953.

It had been anticipated that a circuit man, ABC's Sidney Lewis, would get the post.

B. of T. Gets

(*Continued from page 1*)

that the objects of the Eady Plan will be defeated unless the government adopts his proposals. He also wants the Board of Trade to look into the management of the so-called Group Three scheme under which novitiate directors are sponsored with public money. Other O'Brien suggestions are matters relating to the entertainment tax, an increase in American production here and the proposal that future monetary agreements should be negotiated not between the government and American film interests but through a represenative Anglo-American Film Council, which O'Brien has long advocated.

The official Board of Trade statement following the meeting said: "In the course of the discussion the president (Thorneycroft) said he was not prepared to make a statement concerning the government's general film policy in advance of the re-assembly of Parliament, but that he had taken careful note of the points raised and will give them full consideration."

Although this leaves the anxious film trade here, particularly producers, precisely where they were, O'Brien nevertheless professed great satisfaction with the outcome of the meeting.

Many of the trade are wondering how the government could seek to persuade Commons to vote large sums to a luxury trade while it is making savage cuts in other and more essential industries? Only recently Chancellor of the Exchequer Richard Austen Butler instructed banks to withhold further advances to customers unless the money is required for essential enterprises. That makes another headache for independent producers and an additional argument for those who want to see N.F.F.C. wound up.

Some trade observers believe, that O'Brien aimed high in an effort to prevent the whole business of N.F.F.C. from being liquidated, as some have predicted it will be.

Next, George Elvin of the Association of Cine & Allied Technicians will meet with Thorneycroft on Jan. 21.

Lefko Is Named WB Manager in Chicago

George Lefko has been promoted from assistant manager of Warner's exchange in Chicago to manager, succeeding Jack Shumow, resigned, by Ben Kalmenson, distribution vice-president.

Lefko had been a salesman for Warner in Cincinnati and then local sales manager in Chicago where he was promoted to assistant branch manager in 1951.

CEA Independents Defeat Rank Plan For Reorganization

LONDON, Jan. 14.—In the first trial of strength between independent exhibitor members of the Cinematograph Exhibitors Association and J. Arthur Rank since the latter's Circuits Management Association returned to membership in CEA, the independents came out on top.

Part of Rank's plan for a reorganized CEA was the vesting of greater authority in the Renters-Exhibitors-Producers committee and the appointment of a full-time secretary to REP who had no previous direct association with the industry. Sir Wilfrid Eady's name had been mentioned for the post. It was suggested also that the expenses of the re-formed committee be paid out of the Eady Pool.

CEA's general council now has agreed to appoint a part-time secretary from within the industry; appoint a chairman for a year, to be selected from each association in turn, and to have the expenses met by the associations concerned.

CEA stalwarts were particularly opposed to the Eady Pool bearing the committee's expenses. It would, they felt, lead to a procession of other applicants and might imply they agreed to the permanency of the Eady Pool which presently is arranged to continue for three years only.

Ontario Board Classifies 2

TORONTO, Jan. 14.—The Ontario Board of Censors has ordered the classification of "Rage of Burlesque" and "Without Pity" as adult entertainment.

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You're only hours away, by TWA, from Phoenix, Las Vegas, Southern California. Big savings with TWA's Family Fares and Sky Coach flights. See your travel agent or call TWA.

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All New U. K. Films On Acetate Stock

London, Jan. 14.—All new films released here are on safety stock and no more nitrate stock is being manufactured, the Joint Committee of Cinematograph Exhibitors Association and Kinematograph Renters Society states.

Although a few older films on nitrate stock are still in circulation they will gradually be weeded out. In consequence, new government safety regulations scheduled for later this year will be held in abeyance.

'IA' Asks High Court To Reject CSU Plea

Washington, Jan. 14.—The IATSE today asked the U. S. Supreme Court to turn down an appeal by the Conference of Studio Unions from a lower court decision throwing out a CSU anti-trust suit against the IATSE and the major producers.

The IATSE argued that to make the suit stick, the CSU must not only allege a conspiracy between the IATSE and the studios but must prove that the CSU and its members were directly injured "by an overt act which does or tends to restrain trade." On this basis, the IATSE argued, the lower courts had correctly thrown the case out.

The Alliance also argued that the pending case presented the same issues as an earlier case, which the Supreme Court refused to hear after the lower courts had also ruled against the CSU.

Independent Group To Meet Feb. 12

Boston, Jan. 14.—The annual meeting of Independent Exhibitors, Inc. will be held here at Town House on Feb. 12.

A full report will be given on the accomplishments of the national allied board meeting in Washington and also reports of progress on local levels. A report on theatre TV is also on the agenda.

Every woman who has ever been whispered to, will go..
FOR MEN ONLY
More profit with LIPPERT!

Reviews

"The Wild North"

(Metro-Goldwyn-Mayer)

A COLORFUL, sprawling outdoor action drama has been put together with outstanding skill in "The Wild North." There is continuous action and never-failing interest in this lusty tale of a man hunt in the frozen wastes of the Canadian north. A strong narrative thread runs through the picture, setting it conspicuously above the conventional large-scale outdoor dramas. Audiences of almost every type should respond to it with enthusiasm. The picture is photographed in highly effective Ansco color which makes the most of the snow-blanketed scenery. Incidentally the picture marks the first for M-G-M in Ansco color.

Two men are pitted against one another in this story of a strange hunter-and-hunted relationship. They are Stewart Granger and Wendell Corey and very early it is established that both are men of extraordinary courage and manliness. Granger is a considerate but powerful trapper from the North and Corey is a trouble-shooting member of the mounted police.

One day at a tavern Granger is attracted to a half-breed girl, Cyd Charisse. At the same time he tangles rather tumultuously with a bully, Howard Petrie. Later, Granger meaning to shoot Petrie on the shoulder actually kills him when the latter heads his canoe towards the dangerous rapids, thereby threatening the lives of Miss Charisse and Granger who also were in the canoe. Granger goes into flight and Corey into pursuit. First there is the dramatic search for Granger, then the heartbreaking task of bringing him back against all the furious hazards of the elements. The road back is filled with exciting incidents not the least of which is an attack from a wolf pack. This scene plus several others make excellent pegs on which to hang exploitation ideas. Andrew Marton has directed with an uncommon sense of entertainment values.

Irony plays a prominent part in the conclusion of the story. At any event it all ends happily.

There is a rugged fascination to both Granger and Corey although there is sharp contrast in their acting styles. Miss Charisse, who takes care of the picture's romantic end, is always visually pleasing.

Stephen Ames produced, from a screenplay by Frank Fenton. Running time, 97 minutes. General audience classification. Release not set.

Mandel Herbstman

"Bonnie Prince Charlie"

(Snader Productions)

THE MARQUEE VALUE of David Niven's name and some good color by Technicolor photography are about the best assets of this British importation. This art-house film is a handsomely mounted but unexciting recapitulation of the ill-fated attempt of Charles Stuart to wrest the British throne from George II in 1745. There are the makings of a good historical romance here, but they are lost in the episodic and ponderously written script and in the miscasting of Niven in the title role. As the Young Pretender who excites his Scottish kinsmen to righteous rebellion, Niven has neither the fire, color nor sincerity to make the cause creditable. Indeed, it seems that both England and Scotland were well rid of this Stuart.

The supporting cast fares better. Margaret Leighton is lovely and believable as one of the ladies fated to love and be left by the Bonnie Prince. Finlay Currie makes a doughtly old character of the Scotch nobleman who has served James III, Charlie's father in exile and Jack Hawkins, playing the hot-headed general of the rebellion, seems to be the only strong man in the uprising.

The real star of the picture, though, is the color by Technicolor, which admirably catches the mood of the grey-blue highlands and the vividness of the tartan-clad rebels. The picture shows only one of Charlie's battles and afterwards concentrates on his successful escape from Scotland. Director Anthony Kimmins has emphasized the romantic and pictorial qualities at the expense of dramatic continuity and suspense.

Clemence Dane wrote the script and Edward Black produced the Alexander Korda presentation.

Running time, 101 min. General audience classification. January release.

New Crescent House To Open on Feb. 28

Nashville, Jan. 14. — Crescent Amusement's new house, the Tennessee, occupying the ground floor and a five-story addition in the rear of the Sudekum Building, is scheduled to open Feb. 28, according to R. E. Baulch, president, who announced that Floyd R. Rice, formerly manager of the Knickerbocker, will manage the new house, with Earl T. Kemp, assistant manager of the Knickerbocker as house manager.

Porter Woolwine, former manager of the Inglewood, goes to the Knickerbocker and is succeeded by Louis Rubenstein, his assistant at the Inglewood. The Tennessee, with a seating capacity of 2,030 and costing more than $1,000,000, is Crescent's newest and largest.

Monday Deadline Set In Scrap Metal Drive

Next Monday has been set as the deadline for the completion of scrap metal collections in the New York area of the industry, William Murphy of Republic, chairman of the industry's national defense scrap metal drive reported here yesterday following a meeting at the 20th Century-Fox home office of local branch managers of all distributors.

Addresses Managers

The managers, who were addressed by John B. McCullough, head of the conservation department of the Motion Picture Association of America, will act through their office managers to effect the collections, Murphy said. The MPAA has been cooperating with the government in the national scrap metal drive.

National Pre-Selling

LORETTA NORTH, Australia's most beautiful girl, who won the title "Miss Kangaroo" over 35,000 contestants, is in New York this week, having arrived from the Coast by way of Washington on her national pre-selling tour for the 20th Century-Fox picture, "Kangaroo." She is accompanied by her two pet kangaroos, Joey and Matilda Roo, who are a joy to children and television audiences. Some 180 smart-set representatives (juvenile grade) greeted her Saturday afternoon at a very special party. Altogether she will visit 32 cities, with an average of nine activities planned in each city, for the benefit of the press, radio, television, and trade contacts. Plans for the country-wide tour have been under guidance of Stirling Silliphant, national publicity manager, and Blake McVeigh, exploitation representative on tour.

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One hundred and thirty-eight woman's page editors from leading American newspapers, visiting New York at the invitation of the Dress Institute, were guests at the Little Carnegie Theatre on Sunday evening, where they saw the Japanese prize-winning film, "Rashomon." The visit to the theatre was the finale of an evening devoted to the Japanese motif, newest in theme fashions, which began with a dinner that included some of Japan's most exotic dishes, served in John Frederick's Park Avenue apartment, and followed by a preview of his Japanese-inspired millinery. *Life* magazine will feature a spread on "Rashomon" in the Jan. 23 issue, which makes its appearance on the stands Jan. 18.

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National pre-selling for Walt Disney's "Snow White and the Seven Dwarfs," which gets under way this month, will be the most complete ever given a motion picture. A total of 22 national magazines and 34 color comic sections have been chosen, with an estimated circulation of 100,000,000 readers. Four entertainers have arrived in Boston this week from Hollywood to begin an extensive tour for the area promotion of the picture which opens in New England in February. The entertainers include the original voice of Snow White, the voice of Donald Duck and two animators and comedians from the Walt Disney studios. Appearances are scheduled for the most part in high schools and over radio and TV stations. A poster campaign in 979 First National Stores is under way, with cooperative advertising in 50 newspapers and over the entire Yankee network.

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The San Francisco Paramount Theatre has installed sheet music and record sales counters in the lobby as a theatre sales and pre-selling gesture for Warner Brothers' "I'll See You in My Dreams," based on the life of Gus Kahn and with Columbia record albums available.

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Seventeen *magazine reports that 66 theatres have asked for display material offered in connection with the magazine's selection of "An American in Paris" as the publication's "Picture-of-the-Month."*

Walter Brooks

THE COURAGE OF COCHISE! THE VENGEANCE

These are some of the leading theatres playing "THE BATTLE AT APACHE PASS" during the month of April!

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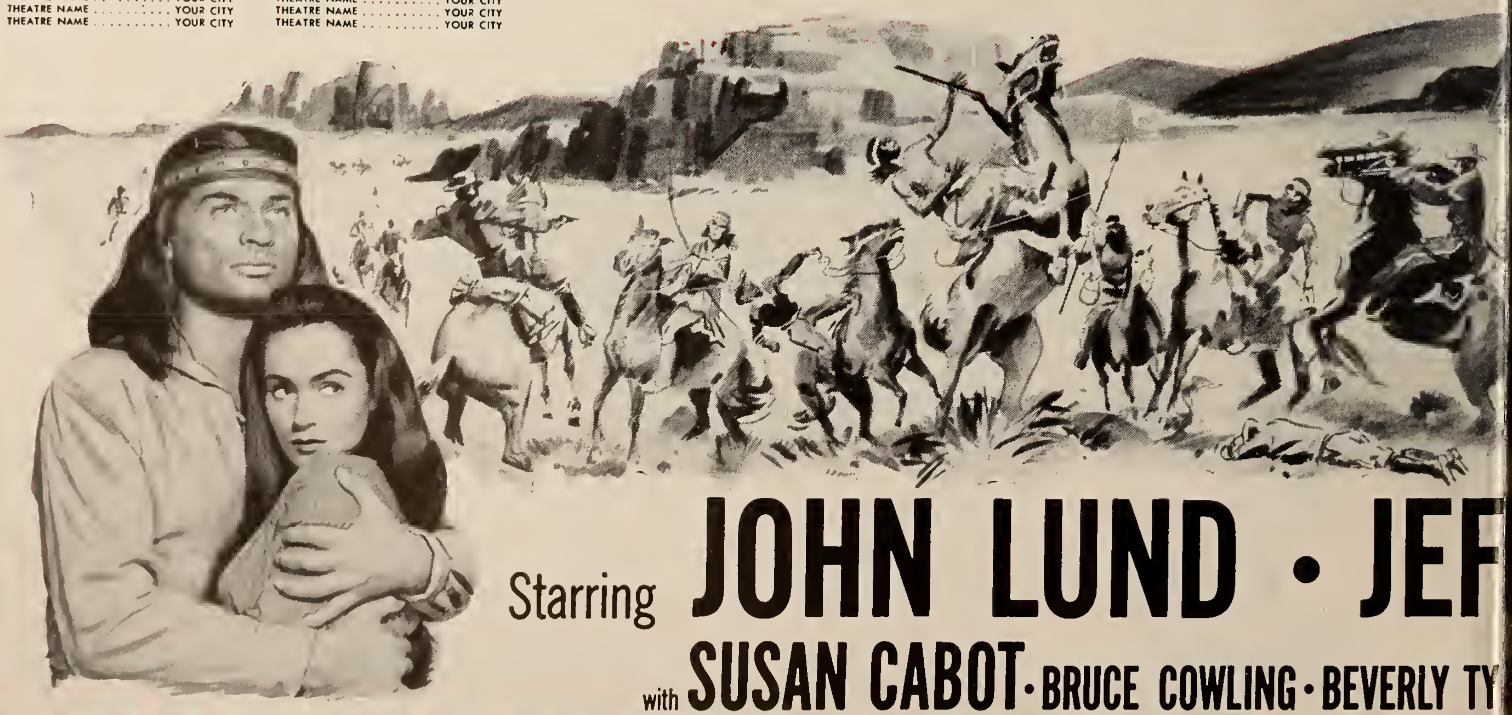
WYOMING
THEATRE NAME ....

All key-city playdates in April will be listed in this powerful double-truck ad—appearing in the SAT. EVE. POST—MARCH 26th and LOOK—MARCH 25th

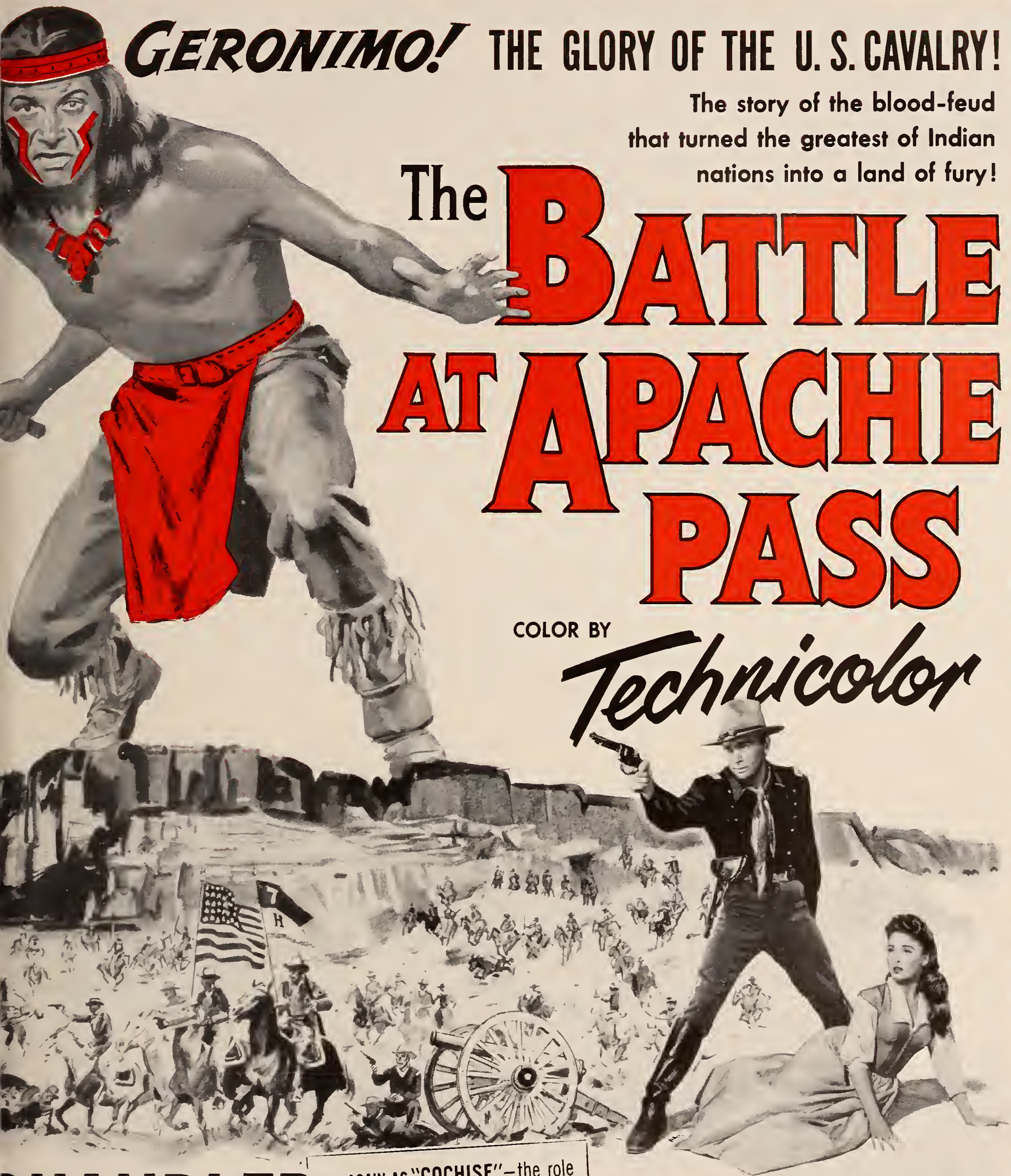
A combined readership of over 20,000,000

ASK YOUR U-I SALESMAN!



Starring **JOHN LUND · JEF**

with **SUSAN CABOT · BRUCE COWLING · BEVERLY TY**



GERONIMO! THE GLORY OF THE U. S. CAVALRY!

The story of the blood-feud
that turned the greatest of Indian
nations into a land of fury!

The BATTLE AT APACHE PASS

COLOR BY
Technicolor

CHANDLER

...AGAIN AS "COCHISE"—the role in "Broken Arrow" that won him an Academy Award nomination!

Universal International

ed by GEORGE SHERMAN • Story and Screenplay by GERALD DRAYSON ADAMS • Produced by LEONARD GOLDSTEIN • A UNIVERSAL-INTERNATIONAL PICTURE

W. Va. Allied Okays National Program

Charleston, W. Va., Jan. 14.—West Virginia Allied Theatre's Association announces the endorsement of all resolutions, including all-inclusive arbitration that were adopted at the national Allied convention here last October.

Wisconsin Allied

(*Continued from page* 1)

and Leo Miner. Budget committee: Russell Leddy, chairman, Eric Brown, Oliver Trampe, Floyd Albert, Edward Johnson and John O'Connor.

Membership committee: Russell Leddy, chairman, and all board members.

Screening committee: Joe Strother, chairman, Harry Melcher, Dick Saeger, Angelo Provinzano, Harry Perlewitz, Jake Eskin and Harry Karp.

Special committee to cooperate with National Allied: Marcus, chairman, John P. Adler, F. J. McWilliams, Arnold Brumm, Harry Perlewitz and Angelo Provinzano.

TOA's Board

(*Continued from page* 1)

hibitor grievances; a "round-table" discussion with studio officials on methods to stimulate the box-office; plans and progress in connection with TOA's 'war' against state and local taxes, and a report on the status of the industry's forthcoming presentation to the Federal Communications Commission in the bid for TV channels.

The meeting of the Northern New York exhibitors was the final gathering of its kind in the organization of a new Albany unit of TOA. It was not immediately ascertainable whether all theatres represented at the luncheon-meeting joined the Albany TOA, but the establishment of the unit now is a fact, it was said. Even though officers have yet to be named, many member theatres already have contributed dues, according to spokesmen for the unit.

Drive-ins Stressed At KMTA Meeting

Kansas City, Jan. 14.—The board of directors of the Kansas-Missouri Theatre Association has decided on an early spring meeting of the Association with particular attention to drive-in theatres, probably in February. The board asked distributors for more territory screenings with company representatives present.

To Protest Ban On Color TV

Washington, Jan. 14.—An industry protest against the government's ban on commercial use of color theatre television equipment is now in the draft stage, and should be filed with the National Production Authority within the next two weeks.

A meeting of television experts of the Motion Picture Association of America and Theatre Owners of America some weeks ago in New York referred the question of the government's M-90 order to the various attorneys working for the two groups. The attorneys have now agreed on a proposed protest, urging the government to exempt color theatre TV equipment from the color television ban, and is circularizing the top officials of the two organizations for comments and suggestions. The draft argues that the amount of critical materials used will not be large and demand will not be stimulated unduly.

Arnstein Monogram Studio Manager

Hollywood, Jan. 14.—Eugene Arnstein, formerly with Universal, Warner Brothers and Fox Theatres, and most recently with Pathe Laboratories as aide to William C. MacMillan, Jr., today was appointed by Monogram president Steve Broidy as studio manager and director of personnel at the company's headquarters here.

New Orleans Stop For DeMille Today

Cecil B. DeMille, director and producer of "The Greatest Show On Earth," will arrive in New Orleans today for the third stop of his cross-country promotion tour on behalf of this Paramount release. DeMille has already covered New York and Atlanta, where he met with representatives of the press, radio and television, as well as leading exhibitors.

TOA Urges Members To Aid 'Dimes Drive'

Members of the Theatre Owners of America are urged to show the 1952 March of Dimes campaign trailer in their theatres during the week of Jan. 24 to 31.

In a special bulletin, Mitchell Wolfson, TOA president, notes that the trailer contains no reference to audience collections but reminds that the National Foundation for Infantile Paralysis urges that collections be conducted.

AMERICAN to LOS ANGELES
11 hrs. 30 min.
THE MERCURY—DC-6 SKYSLEEPER SERVICE
Lv. Midnight—Ar. 8:30 a.m.

UPT-ABC

(*Continued from page* 1)

Mont under the Paramount consent decree reorganization plan. The Commission has tentatively found that Paramount does control DuMont, but the whole question is being gone over again.

After the DuMont questions are heard—probably by Friday—the hearings will recess until Feb. 4.

The Commission still has not acted on the second application of Partmar Corp. and other Fanchon and Marco affiliates for permission to intervene. However, since the F. and M. companies are not directly concerned with the DuMont issues, the Commission does not actually have to act tomorrow, but has until the hearings resume in February. The Commission turned down the intervention plea once, but was asked to reconsider this decision.

Kirsch Protests

(*Continued from page* 1)

are doing the exhibitors of the country a grave injustice by attempting to carry water on both shoulders—to sell to both the theatres and TV. If you think that TV offers you a better source of revenue, you should concentrate on that field. If you are going to continue to sell to television you should leave the production of pictures for theatres to producers who still believe their future rests with the motion picture industry."

Kirsch said his protest was occasioned by trade press reviews of Small's "Indian Uprising," distributed by Columbia, following announcements of the showing of 26 Small productions over television station WNBQ here.

Next Building Code Hearing March 24

Albany, N. Y., Jan. 14.—Criticisms and suggestions bv theatre representatives and safety experts, at a hearing this afternoon before Commissioner George S. Raymond, of the State Board of Standards and Appeals, on proposed amendments to the Standard Building Codes for places of public assembly were taken under advisement for study before the next session here March 24.

Today's hearing was concerned principally with three points: new requirements for safety in heating apparatus in existing theatres; the regulation for enclosed stairways leading from balcony to foyer or lobby, and the definition of "waiting space" in a new section on the calculation of seating capacity.

Glass Before House

Hollywood, Jan. 14.—A Stanley Kramer Co. spokesman today confirmed the published report that George Glass, vice-president, will make a voluntary appearance before the House committee on Un-American Activities at the hearings starting Jan. 21. Glass is now in New York.

Delay Dipson Decision

Washington, Jan. 14.—The U. S. Supreme Court did not act on the Dipson Theatres appeal at its session today. The court will meet for another decision session Monday, Jan. 28, and action is considered likely at that time.

Large Guild Audience Seen

A pre-sold audience running into many thousands of members of the Theatre Guild, spread across the country, is seen as one of the advantages to the projected theatre televising of Theatre Guild productions, it was learned here yesterday.

One of the reasons United Paramount Theatres, which is currently engaged in talks on the project, is enthusiastic about its potential is the large Theatre Guild audience throughout the country which will be pre-sold before the particular stage show is televised in the theatre.

Theatre Guild members, it is understood, will be advised of a particular television project in their neighborhood theatre and urged to see the stage presentation on large-screen TV. Besides selling tickets to Guild members, other sales would be made at the box-office, according to present plans.

The Guild-theatre television tie-up, still in the talking stage, will offer theatre television its first continuous programming since theatre TV's inception, according to a UPT spokesman. He said that plays will be televised to a closed circuit of theatres once or twice a month. At this stage, no estimate of the number of theatres which would participate could be furnished.

The experiment, a UPT spokesman added, which is expected to be launched this spring should provide the answer whether stage productions are a box-office attraction for large-screen TV. Production and distribution of the theatre televised plays will be handled by the Guild.

Meet on Plans for Coming TV Hearings

Washington, Jan. 14.—Television officials of the Motion Picture Association of America will meet in New York tomorrow, and Wednesday to consider further strategy for the coming theatre television hearings before the Federal Communications Commission.

A joint meeting of lawyers and engineers of the MPAA and the Theatre Owners of America on Friday and Saturday worked out what ground would be covered by each group in the FCC hearings. The MPAA sessions in New York will refine still further the evidence to be presented by MPAA witnesses who will testify, and what points each witness will cover.

Intensive Campaign For 'Red Skies'

A five-state, 200-theatre Far West saturation opening of 20th Century-Fox's "Red Skies of Montana" will receive special intensive local level publicity and exploitation promotion by a personal appearance tour of Jack Barrows, U. S. Forest Service representative and the film's technical adviser.

Barrows will launch the junket next week at Salt Lake City, following which he will visit San Francisco, Seattle, Portland, and Denver. Leo Pillot, 20th representative, left here yesterday by plane for Salt Lake City to handle arrangements for Barrows' tour.

Newsreels

(*Continued from page 1*)

tion in news coverage will be shown first at the Embassy Newsreel's circuit here, the Roxy Theatre and the Grand Central Theatre in the New York metropolitan area.

All items will be of headline interest, specially filmed on the spot by Movietone's staff of cameramen, and will be rushed through for immediate showings at theatres participating in the augmented schedule.

Katz Comments

Announcement of the expanded service brought this comment from the heads of the theatres participating: David Katz, executive director of the Roxy: "This service will make for a completely rounded motion picture program. Our patrons will now be able to see many of the events which the regular newsreel is forced to omit because of limitations of length." Norman Elson, head of the Embassy Newsreel Theatres: "The patron will be getting much more of the world's happenings with many exclusive foreign datelined items, providing an up-to-the-minute picture of important world events happening today. This is one of the most important innovations in the newsreel field in the past decade." Bill Lyons of the Grand Central Theatre hailed the special news feature as "a boon to the newsreel theatre giving them a lot more to offer in the way of special events than heretofore. It will solve a great many programming problems for the newsreel theatre operator."

'Greatest Show,' 'Model'

(*Continued from page 1*)

Berle and Danny Kaye. The weekend gross alone was put at $56,000.

Also among the films registering robust grosses are "I Want You" at the Criterion, where a solid $25,000 is seen for its fourth week, and "Quo Vadis" which is expected to hit an excellent $36,000 for its 10th week at the Astor. "Double Dynamite" at the Paramount, which also features a stage show, is forecast to rack up a good $55,000 for its third and final week. "Scandal Sheet" bows there tomorrow.

'Story' Solid

At the Mayfair, a solid $23,000 is seen for the 10th week of "Detective Story," while the Victoria's gross for the fourth week of "Death of a Salesman" is estimated at a fine $22,000.

"Submarine Command" will replace "My Favorite Spy" at the Globe on Friday with the Bob Hope starrer expected to bow out with a fair $15,000 for its third and final week. A satisfactory $26,000 is seen for the second and final week of "Westward the Women" at the Capitol, where "The Light Touch" will bow in tomorrow.

'Decision' Fair

Under the fair category is "Decision Before Dawn" at the Rivoli, where the film is expected to register $16,000 for its fourth inning. "The Wide Blue Yonder" is estimated to do a not too good $10,000 for its second and final week at Loew's State where "For Men Only" bows in today. A fair-to-good gross of $20,000 is forecast for the third and final week of "Distant Drums" at the Warner. It will be replaced today with "Room for One More."

At the off-Broadway houses, "Tales of Hoffmann" is doing nicely at the Sutton with $8,500 seen for the third stanza, and a big $8,500 is expected for the 12th inning of "The Lavender Hill Mob" at the Fine Arts Theatre.

'Cyrano' Gross High In Pittsburgh

HARRISBURG, Pa., Jan. 14.—"Cyrano de Bergerac" grossed $2,504 Saturday and Sunday at Loew's Regent Theatre here, marking the largest business the house has done in four months. The figure outgrossed the two previous Stanley Kramer pictures at the house, "Champion" and "Home of the Brave."

Clark Resigns

(*Continued from page 1*)

He spent the next two years as a salesman in Columbus, was named special representative in Western Canada in 1922, and in 1923 moved back to the states for a five-year stint as special company representative in the Midwest. In 1928 he was upped to Columbus branch manager, a post he held until 1938. He was subsequently manager of the Cleveland and Los Angeles branches. Then after serving as district manager in Cleveland and the Southwest, Clark was raised to his position as South-Central Division manager in 1949.

'Latuko' Starts New Policy on the Coast

HOLLYWOOD, Jan. 14.—The Paramount Theatre here, 1,400 seat house operated as a first-run since its opening as a sister theatre to the Paramount Downtown, will be converted to a "selective attraction" policy at the conclusion of the present run of Samuel Goldwyn's "I Want You," Harry Arthur stated. First attraction under the new policy will be "Latuko," 56-minute African tribal documentary filmed originally for the American Museum of Natural History, augmented with two 1935 "March of Time" subjects and two color-shorts filmed by St. Louis business man Edgar M. Queeny, who made "Latuko."

"Latuko," denied a production code seal when submitted last fall, depicts life and customs of an African tribe whose male members wear no clothes. Arthur said admission to the Paramount will be $1, including tax, with advertising handled in a fashion to attract adult intelligentsia. Juvenile attendance will be discouraged.

Slated to follow "Latuko" under the new house policy, Arthur said, is the English-made "Tom Brown's School Days," a UA release. Irving Lesser of New York, has national distribution rights to "Latuko," through Producers' Representatives.

'Royal Journey' to U.A.

United Artists will distribute "Royal Journey," a feature-length record in Tri-Art color of the recent Canadian visit of Princess Elizabeth and Prince Philip which was produced by the Canadian Film Board.

Happy Flash from Hedda Hopper:
(THERE ARE LOADS MORE!)

"ROOM FOR ONE MORE
is one of the most delightful pictures I've ever seen!"

It's Warner Bros.' wonderful next! Starring Cary Grant and Betsy Drake

Coming Events

Jan. 15.—Republic regional sales meeting, Blackstone Hotel, Chicago.
Jan. 15-16—Pacific Coast Conference of Independent Theatre Owners trustee's meeting, Hotel Benson, Portland.
Jan. 15-16—Paramount sales meeting, New York.
Jan. 16-17—Republic regional sales meeting, New York.
Jan. 19—Monogram executive sales conferences, Hollywood.
Jan. 20—Second annual Communion breakfast, Waldorf-Astoria Hotel, New York.
Jan. 20—First annual Toronto area industry Communion breakfast, Royal York Hotel, Toronto.
Jan. 21-22—Allied Theatre Owners of the Gulf States meeting, Roosevelt Hotel, New Orleans.
Jan. 21-22—Republic regional sales meeting, Jung Hotel, New Orleans.
Jan. 23—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Jan. 28-31—Theatre Owners of America board meeting, National Theatres headquarters, Hollywood.
Feb. 4-6—Allied States Association annual board meeting, Hotel Statler, Washington.
Feb. 13—Cinema Stamp Collectors meeting, Hotel Astor, New York.
Feb. 14-15—Council of Motion Picture Organizations annual executive board meeting, New York.

Legion of Decency Puts 1 in Class B

The latest Legion of Decency report places nine films in Class A and one in Class B, the latter being 20th Century-Fox's "Phone Call from a Stranger." The list of A films follows:

"Flaming Feather," Paramount; "Fort Osage," Monogram; "Indian Uprising," Columbia; "Red Snow," Columbia; "Secret Flight" (British), Distinguished Films, Inc.; "The Treasurer of Lost Canyon," Universal-International; "Another Man's Poison," United Artists; "Tembo," RKO Radio, and "Women in the Dark," Republic.

Grayson, Keel to Tour S. America

HOLLYWOOD, Jan. 14. — Kathryn Grayson and Howard Keel, M-G-M stars, on Thursday, will head the "Flying Show Boat" unit which will leave for a three-week tour of South American cities. The junket, which has been approved by the U. S. State Department, will cover such cities as Havana, Lima, Santiago, Valparaiso, Rio de Janeiro and Sao Paulo.

Primarily, the tour is designed to promote "Show Boat." In addition the stars will talk on "An American In Paris" and "Quo Vadis," making speeches and radio appearances as representatives from Hollywood espousing the cause for general public relations. Bill Lyon of M-G-M's publicity department; Hans Sommers, accompanist, and Sally Morton, secretary, will tour with the stars.

Convertibility Guaranty Contracts In New European Countries in Work

The Mutual Security Agency, successor to the Economic Cooperation Administration, is understood to be ready to write new film convertibility guaranty contracts in several new European countries, but to end the guaranty program in Germany.

The agency feels, it is understood, that the film companies can get dollars out of Germany without government help, and that the program should be ended there. Film companies oppose the change.

In return for ending the program in Germany, the agency is said to be willing to set up new programs in several countries where U.S. companies are finding difficulty in getting dollars out. The countries include one very strategic Balkan country, it is learned.

Wolfberg Concludes Testimony in Denver

DENVER, Jan. 14.—Harris Wolfberg finished direct testimony in Cinema Amusement's case against RKO 20th-Fox and Loew's. Wolfberg said he was unable to get first-run films for the Broadway.

He declared that not only was he refused by defendants but that Warner Brothers also turned him down on good pictures. Frederick Pride, 20th's attorney, failed to get Judge Lee Knous to strike out the testimony of Wolfberg that the Broadway was in very bad condition when it was taken over.

Direct and cross examination dwelled on grosses at the Denver, Paramount and Broadway. It was shown that the Broadway grossed more on a first-run but took more weeks to do it. Denver grosses on top films for the first week usually ran close to double that at the Broadway.

Wolfberg testified he had been offered a last chance booking for $1,000 for the length of a run but did not take it because he had sold it for $400 to $500 for first-runs while he was yet employed by Metro. The action is for $1,000,000 under the anti-trust laws.

New RTMA Section

WASHINGTON, Jan. 14.—Establishment of a government relations section and reorganization of the transmitter division of the Radio-Television Manufacturers Association to better serve the expanding electronics industry was announced today by chairman H. J. Hoffman, of Machlett Laboratories, Inc., Springdale, Conn.

New sections of the transmitter division, as well as the division executive committee, will meet on Wednesday, Feb. 6, during the three-day RTMA industry conference at the Roosevelt Hotel here.

Lists '10 Best' Choice

HARTFORD, Jan. 14.—"The Blue Veil" tops this year's 10 Best Films listing by Allen M. Widem, *Hartford Times* motion picture editor. Also on the list are "Detective Story," "Our Very Own," "Place in the Sun," "Magnificent Yankee," "American in Paris," "Great Caruso," "At War With the Army," "Showboat" and "Strangers on a Train."

Irwin Re-appointed

OTTAWA, Jan. 14.—W. Arthur Irwin has been re-appointed chairman of the National Film Board and Government Film Commissioner, Resources Minister Robert H. Winters announced here. Formerly editor of *Maclean's Magazine*, Irwin was named to the post in Dec. 1949.

Select First Films For B.B.C. Telecast

LONDON, Jan. 14. — Four British films and two American have been chosen by British Broadcasting Co. for trailer use on the first telecast of its kind here, starting Thursday.

The films are: RKO Radio's "I Want You;" United Artists' "Cyrano de Bergerac;" General Film Distributors' "Where No Vultures Fly" and "Encore," and British Lion's "Lady Godiva Rides Again" and "The Magic Box." Two of the pictures currently are on Gaumont release; two on A.B.C., one on Odeon and the sixth, "Cyrano," is going out to independents only.

Selections are now being made for the second film trailer telecast Jan. 31 and films are being viewed for the February issues, the 14th and 28th. Where for years the film trade here had been wary of permitting any film footage whatever to be used on B.B.C. television, there now appears to be keen competition among distributors to have their product included in the trailers.

Kenmore Theatre in Boston Robbed

BOSTON, Jan. 14.—Joseph Sandler, managing director of the Kenmore Theatre here, and the doorman, Raymond Atchison, were held up at gunpoint and the box-office robbed of $50—all that was there, since receipts are taken out hourly during the day.

An attempted holdup of the Capitol Theatre in Alliston, Mass., was foiled as the cashier, Elizabeth Keating, refused to hand over the receipts despite the threat of a gun. Four teenage boys making the attempt, who ran when Miss Keating pressed the emergency alarm, were later apprehended by the police.

Boston's Strand Theatre Robbed of $1000

BOSTON, Jan. 14.—James Cronin, employed at the Strand Theatre in South Boston, was slugged and clubbed in the corridor of that theatre this afternoon as he was carrying seven canvas bags containing $1,000 which he was taking to a nearby bank for deposit. The bandits grabbed the seven canvas bags and fled. Five of the seven canvas bags were recovered by the police.

Middletown Price Hike

HARTFORD, Jan. 14. — First-run theatres in nearby Middletown have upped admission charges, with Sal Adorno, Jr., of the Adorno-Middletown Theatres there attributing the hike to "the continued rise in the costs of operation."

Columbia Meet In Chi. Today

Columbia today will begin the third of a series of four sales meetings at the Drake Hotel, Chicago, with branch and division managers and home office executives in attendance. The Chicago sessions will run four days, with the Central division manager and Mid-Western division manager, as well as managers of the Indianapolis, Detroit, Milwaukee, St. Louis, Kansas City, Omaha, Des Moines and Minneapolis branches in attendance.

List Those Present

Home office executives present will be general sales manager A. Montague; assistant sales manager Rube Jackter, and George Josephs, assistant to Montague. From the field will be Carl Shalit, Central division manager; B. C. Marcus, Mid-Western division manager; Indianapolis branch manager Abe Gelman; Detroit manager M. Zimmerman; Milwaukee manager Harry Olshan; St. Louis manager C. D. Hill; Kansas City, Tom Baldwin; Omaha, Joe Jacobs; Des Moines, B. Shapiro; and Minneapolis manager H. J. Chapman.

The fourth and final series of meetings will be held at the Warwick Hotel, New York, Jan. 24-25.

Circus Paintings For Educational Unit

The board of education of New York has accepted from Paramount 10 sets of reproductions of paintings, inspired by the circus, and is displaying them in high schools of the city concurrent with the Radio City Music Hall engagement of Cecil B. DeMille's "The Greatest Show on Earth." A written commentary on the paintings and the painters is made available to the principal or teacher exhibiting the works of art.

13 Dates in Canada For 'Quo Vadis'

M-G-M has scheduled 13 Canadian openings for "Quo Vadis," with the premiere now set for Loew's Yonge Theatre in Toronto, Jan. 31. On the following day, it will have its Montreal premiere at Loew's.

Ten other openings are set for February in the following cities, Hamilton, Ottawa; Quebec, Edmonton, Vancouver, Winnipeg, St. John, Halifax, Regina, Calgary and the Royal at Victoria, B. C., on March 4.

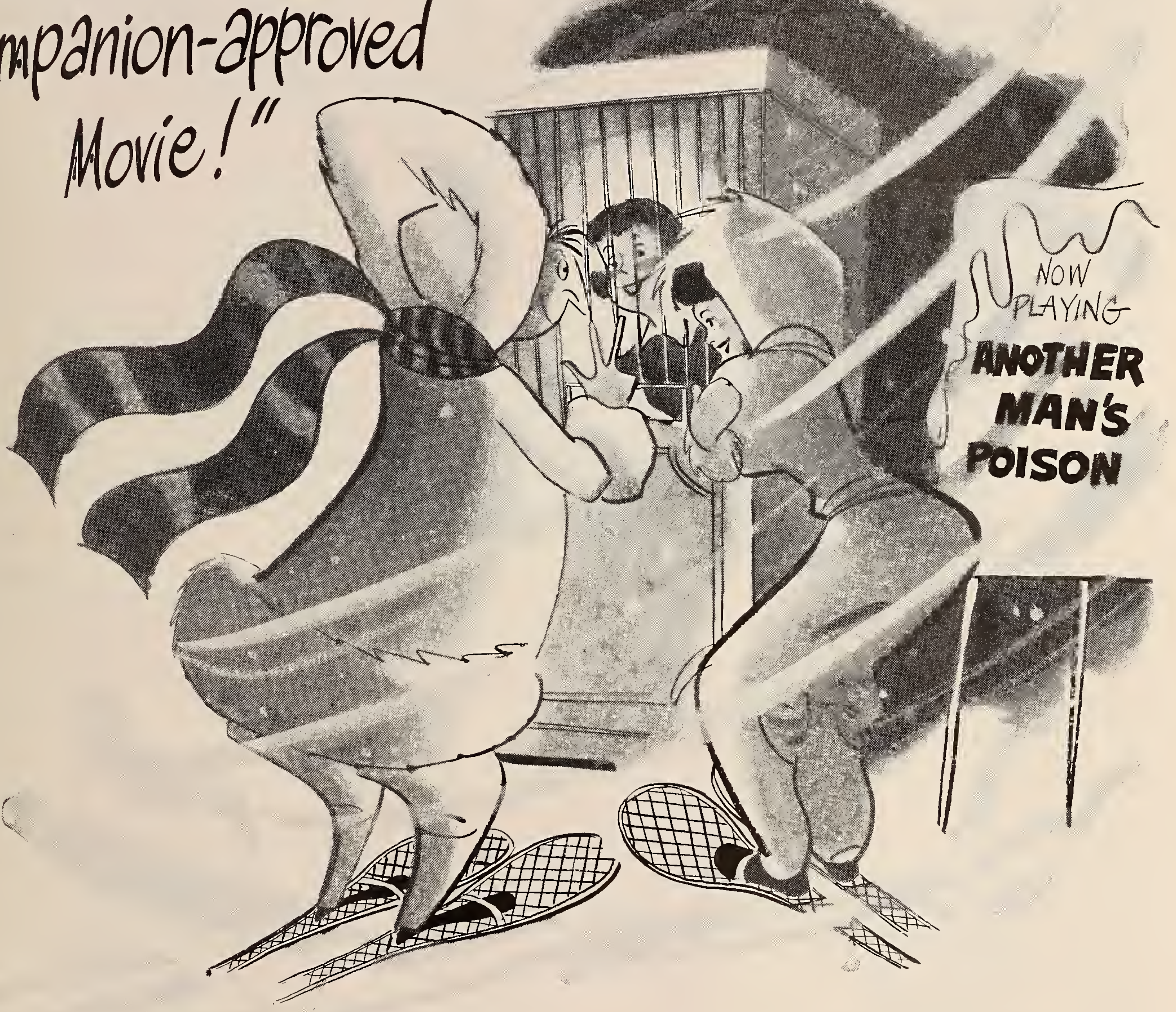
Daker to Association

Robert Daker, formerly director of the March of Time, forum films has joined the staff of Association Films, Inc., as head of a newly-created subsidiary which will take over existing films produced by the company and other material for which the parent firm now has distribution rights. The new company will also engage in production of educational films and film-strips. The announcement was made by J. R. Bingham, president.

Realart Gets Italian Film

Realart Pictures has acquired the Italian film, "The Sky Is Red," for U. S. and Canadian distribution. The film is being readied for immediate release.

"Nothing could keep us away from a Companion-approved Movie!"



No blizzard can stay the little woman when she has a COMPANION-approved movie in mind! And the movie-makers know it. That's why they have *invested more money in the COMPANION during the past six years than in any other monthly magazine**.

**Except of course the fan magazines!*

Currently advertised in the COMPANION:

"Another Man's Poison"—UNITED ARTISTS
"Snow White and the Seven Dwarfs"—WALT DISNEY PRODUCTIONS
"Lone Star"—METRO-GOLDWYN-MAYER
"Pandora and the Flying Dutchman"—METRO GOLDWYN MAYER

Woman's Home COMPANION
AVERAGE CIRCULATION: MORE THAN 4,100,000

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVENUE, NEW YORK 19, N.Y.

There's an important phone call coming through...

"PHONE CALL FROM A STRANGER"

it's for you!

Great Cast! Great Story!! Great Boxoffice!!!

20th Century-Fox's

"PHONE CALL FROM A STRANGER"

A great motion picture in the tradition of "A LETTER TO THREE WIVES" and "ALL ABOUT EVE."

starring

SHELLEY WINTERS · GARY MERRILL

MICHAEL RENNIE · also starring BETTE DAVIS

with KEENAN WYNN · EVELYN VARDEN

Written for the Screen and Produced by NUNNALLY JOHNSON · Directed by JEAN NEGULESCO

Based on a story by I.A.R. WYLIE

Don't miss this "call"- if you know what's good for you!

There's No Business Like 20th CENTURY-FOX Business

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 11 NEW YORK, U. S. A., WEDNESDAY, JANUARY 16, 1952 TEN CENTS

Only Para. and RKO Offer Skiatron Films

Levey to Seek Aid of Department of Justice

Of the nine major film companies requested to furnish product for the projected Skiatron subscription home television test in New York City, only Paramount and RKO Pictures have replied in the affirmative.

This was revealed by Arthur Levey, Skiatron president, yesterday—the deadline date set by Levey in his letters requesting product.

Replying in the negative were 20th Century-Fox and Metro-Goldwyn-Mayer, while no responses were received from Warner, Columbia, Universal, United Artists and Republic, Levey disclosed.

Photostats of the replies and the "attitudes" of those remaining silent

(*Continued on page* 4)

Reelect Schwartz as RKO Theatres Head

Sol A. Schwartz was reelected president of RKO Theatres Corp. at yesterday's first meeting of the newly-chosen board of directors. The meeting, held at the home office here, also reelected all incumbent officers.

Sol Schwartz

They are: William W. Howard, vice-president; T. F. O'Connor, vice-president and treasurer; William F. Whitman, secretary; H. E. Newcomb, comptroller; Louis Joffe and Milton

(*Continued on page* 4)

Selling Methods Hit At ARMIT Meeting

DENVER, Jan. 15. — The annual meeting of directors of Allied Rocky Mountain Independent Theatres objected to the selling methods of some distributors whereby only advanced admissions and high percentage terms are considered. The meeting also complained about discriminatory methods used in withholding such films

(*Continued on page* 4)

20th-Fox to Hold Seminar On Next Year's Product

A seminar of some top exhibitors of the East will be conducted here next Tuesday to implement 20th-Fox's policy of stimulating planning far in advance of product release. The company is considering holding similar seminars elsewhere in the country. It was disclosed yesterday by Al Lichtman, director of distribution, that the meeting will first be devoted to the presentation by him of the entire lineup for 1952, as outlined at the company's convention in New York recently and it will then be turned over to vice-president Charles Einfeld and his staff for details of the advertising, publicity and exploitation plans already underway for the first six months of the year.

In addition to the theatre chiefs, invitations have also been extended through them to their executives and advertising and publicity personnel, who will join in the meeting. A buffet luncheon will precede the business sessions.

Those invited to the meeting are: Leonard Goldenson, United Paramount Theatres; Harry Kalmine,

(*Continued on page* 4)

Universal Studying Purchase of Decca Assets with Stock

A committee of the Universal board of directors has been appointed to investigate the advisability of Universal's purchasing the assets of Decca Records and effecting a consolidation of the two companies instead of proceeding with their merger, as originally planned.

Chairman of the committee is Preston Davie, who is scheduled to report to the Universal board at a meeting

(*Continued on page* 4)

No Para. Influence In Dumont Affairs, FCC Hearing Told

WASHINGTON, Jan. 15.—Two officers of Allan B. Dumont Laboratories denied today that Paramount Pictures had ever attempted to influence the actions of Dumont's board of directors.

Both testified on the opening day of the Federal Communications Commission's multi-lateral hearings on the proposed merger of United Paramount Theatres and American Broadcasting Co. and on the question of whether any Paramount company or subsidiary should own or operate a television station in the light of the companies' anti-trust record. In addition, the

(*Continued on page* 5)

'52 Pay Pacts for 4 'U' Executives

The Universal board has approved extension to Dec. 31, 1952, of the employment agreements of four top executives. The extensions specify 1952 weekly salaries which are understood to embody increases for all four.

Under the new agreements, Al Daff, vice-president in charge of world sales, will receive $1,250 per week, and vice-presidents Leon Goldberg, John J. O'Connor and Adolph Schimel

(*Continued on page* 4)

Schwalberg Sees Need of Special Handling of Films

"All pictures must be given special handling to assure proper grosses in today's market," A. W. Schwalberg, president of Paramount Film Distributing Corp., yesterday told the company's divisional sales managers meeting at the Hotel Plaza in New York.

"We can no longer rely on a conventional selling pattern," the distribution chief said. "We cannot treat pictures as a group. Each attraction must be handled individually."

"The bromide that there is nothing wrong with the motion picture industry that good films cannot cure is fallacious," Schwalberg said. "Intel-

(*Continued on page* 4)

New Delay Seen in Filing Loew's Decree

WASHINGTON, Jan. 15. — A postponement of two or three weeks is likely in the Jan. 23 date for submission of Loew's consent decree to the New York Statutory Court, Justice Department officials said.

They gave two reasons: Top anti-trust division officials who are still going over the proposed decree feel they will not be ready to clear it and make it public before next week, and

(*Continued on page* 5)

No TV Pact Proposals From Petrillo

Has No Place in Miami Talks, He Declares

MIAMI BEACH, Jan. 15.—James C. Petrillo, president of the American Federation of Musicians, today closed the door to a discussion of television during negotiations for new contracts for studio musicians which will begin at the Hotel Lombardy here on Thursday.

The studio musicians, Petrillo reported, have submitted some 29 demands, most of which are of a general nature involving wage increases and double time. He declined to divulge the specific demands, adding that "some are a little bit out of line."

The union president said there will be no discussions involving television, particularly none concerning the cur-

(*Continued on page* 4)

Kane Named Para. Division Manager

A. M. Kane, assistant Eastern-Southern division sales manager for Paramount, has been promoted to South-Central division manager, effective March 1, by A. W. Schwalberg, president of Paramount Film Distributing Corp. He will replace M. R. (Duke) Clark, who is resigning on Feb. 29 because of ill health.

A. M. Kane

Kane has been with Paramount since

(*Continued on page* 5)

Industry Not on New US 'Essential' List

WASHINGTON, Jan. 15.—The Commerce Department today issued a new, revised list of essential activities, and, as expected, the film industry is still off the list.

The new list has very few changes from the last list, issued May 7, 1951. The list is supposed to be a rough guide for deferring men from active

(*Continued on page* 5)

Decide COMPO Ad Campaign Format At Jan. 29 Meet

The Council of Motion Picture Organizations will know for certain around the end of this month the precise form or forms its 1952 newspaper advertising campaign will take in connection with the industry's public relations program, it was indicated yesterday following a meeting here of the Motion Picture Association of America's advertising-publicity committee.

The MPAA committee, headed by Charles Simonelli of Universal, agreed yesterday that six film companies should prepare drafts of advertisements for the newspaper campaign. On Jan. 29, the MPAA group will meet again to examine these "visuals" and decide which ones should be used.

Under plans suggested by COMPO, companies cooperating in the advertising program could use one of two space schedules. The first calls for the use of 600 lines in 220 daily papers in 103 cities of more than 100,000 population, at a cost of $54,000. The second would use 1,000 lines in the same papers at a cost of $90,000. It is suggested that the campaign, the second to be undertaken by COMPO, be conducted over a period of several months. with a newspaper advertisement for each month.

Present at yesterday's meeting in addition to Simonelli, who presided, were: Howard Dietz, Loew's; David Lipton, Universal; Mort Blumenstock, Warner; Sid Blumenstock, Paramount; Barrett McCormick, RKO Pictures; Howard LeSieur, Columbia; Francis Winikus, United Artists; Steve Edwards, Republic; Arthur L. Mayer and Charles E. McCarthy, COMPO, and Kenneth Clark and Alfred Corwin, MPAA. The six companies which will prepare the sample "visuals" are 20th-Fox, Warner, Universal, Loew's, Paramount and UA.

Groves Plans Promotions

Harold L. Groves, head of Hargroves National Service System, Inc., checkers of theatre operations, personnel and buildings, of New York, has retained Ritter, Sanford and Price, New York, for national sales promotion, advertising and publicity through 1952. The over-all program includes the use of radio, magazines and newspapers to acquaint the public with the desirability of their patronizing theatres using Hargroves. Trade papers will be used to acquaint the exhibitor with the advantages of the Hargroves System with which he can secure "positive control" over losses resulting from internal irregularities, promote employee relations, raise the efficiency of personnel, and build customer good-will.

Schwalberg Toastmaster

Al Schwalberg, president of Paramount Film Distribution, will be the toastmaster at the annual dinner-dance and installation of officers of the New York Bookers Club, to be held next Monday evening at the Tavern-on-the-Green here.

Personal Mention

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, will arrive here today from Atlanta.

•

Arnold Dunne and his wife, the former Doris Pinanski, daughter of the president of American Theatres Corp., Boston, announce the birth of their first child, a girl.

•

Milton E. Cohen, United Artists' Western and Southern sales manager, left New York today for a tour of Southwestern branches and will return on Jan. 28.

•

Maurice (Bucky) Harris, Universal Pictures home office exploitation representative, has been made a commodore in the "Navy" of the State of Oklahoma.

•

Joe Dolgin of the Pine Drive-in at Waterbury, Conn., and his wife are back in their Hartford home following a visit to Chicago.

•

Mort Freedgood is leaving the Paramount publicity department to do free lance work.

•

Terry Turner, RKO Radio director of exploitation, left here yesterday for New Orleans.

ARTHUR B. KRIM, United Artists president; Robert Benjamin, trustee, and Max E. Youngstein, vice-president, will leave here by plane on Jan. 25 for Hollywood.

•

Lully Seeberg, secretary to Emanuel Silverstone, vice-president of 20th Century-Fox International, will be married on Friday to Richard F. Dunbar at the Little Church Around the Corner in Manhattan.

•

George H. MacKenna, general manager of Basil's Lafayette in Buffalo, has been nominated for a directorship in the Greater Buffalo Advertising Club.

•

Frank Capra will attend the International Film Festival in India, Jan. 24 to Feb. 27, as an official delegate of the U. S. State Department.

•

Edward S. Huber, purchasing agent for the Fourth Avenue Amusement Co. in Louisville, and his wife announce the birth of a boy.

•

Dick Eason, booker for the Queen City Booking Service, has returned to Charlotte from a visit in Virginia.

•

Bert Lefkowich, official of Community Theatres in Cleveland, and his wife are vacationing in Mexico.

The HERALD INSTITUTE of Industry Opinion

The First Report of The HERALD INSTITUTE of Industry Opinion will appear in this week's issue of MOTION PICTURE HERALD

Newsreel Parade

THE saga of Captain Carlsen is a newsreel highlight in all current reels with Paramount News devoting its entire footage to the story. Other items include plane crashes, floods and sports. Complete contents follow:

MOVIETONE NEWS, No. 6—Hero and his ship (Carlsen). Plane crash in East River. Sweaters that burned. Photographers elect "still" queen. Huskies race in snow. Barrel jumping. Ski jumping.

NEWS OF THE DAY, No. 240—Sinking of *Enterprise*. Field day for Italy's cops. Flood in California. Airliner plunges into river. Lensmen choose queen. Pro Bowl football championship. Barrel jumping record.

PARAMOUNT NEWS, No. 43—Hero of the seas—Captain Carlsen.

TELENEWS DIGEST, No. 3A—Plane crash in East River. Captain Carlsen in Britain. One-man scrap drive. Luxury liner for British royalty's tour. Four-power sports meet in Vienna. Barrel-jumping on skates at Grossinger, N. Y.

UNIVERSAL NEWS, No. 526—Captain Carlsen and his ship. Churchill in Canada. Plane crash in New York. Storm lashes Spain. House with the creeps. Sports: Barrel jumping.

WARNER PATHE NEWS, No. 45—Hero skipper hailed. Crash in East River. California floods. Anthony Eden honored. Dutch premier here for parley with President Truman. Photographers pick queen. Barrel jumping.

'TV vs. Films' Now Re-Hashed By S.E.P.

Another national magazine, the *Saturday Evening Post*, has elected to rake over the "television vs. motion pictures" theme.

Milton MacKaye is the author of the article, to be published in three parts, the first of which appears in the current issue. He employs much of the downbeat material about theatre closings, including a prediction by Charles Skouras, board chairman of Theatre Owners of America, that 50 per cent of the nation's theatres will be forced to close, that appeared in *Life* last August.

Sense of Fairness

First of the articles reveals a sense of fairness lacking in the *Life* article, however, in that it points out some of the headaches that television faces, and measures being taken by film and theatre companies to cope with TV competition.

Of no help to the industry, the first installment nevertheless does reveal faint indications of not being entirely one-sided.

S.K.

Smolen Named 20th's Purchasing Agent

Dan J. Smolen has been named purchasing agent for 20th Century-Fox, succeeding the late William Freedman.

Smolen, who has been with the company for 30 years, started his career as an information clerk and subsequently was a member of the auditing staff and the New York studio organization. He has been with the purchasing department for 20 years.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

THE TRADE IS TALKING ABOUT...

Robert Taylor
Deborah Kerr

The new nation-wide "QUO VADIS" openings that top "GWTW" and the extended engagements that roll merrily along.

Robert Taylor
Denise Darcel

The "WESTWARD THE WOMEN" openings, nationally, that are doing 124% of "Go For Broke!" business.

Clark Gable
Ava Gardner

The unprecedented campaign to launch "LONE STAR" in a state-wide Texas celebration that will echo through the nation, a new high in high-powered showmanship.

James Mason
Ava Gardner

The fine reception for "PANDORA AND THE FLYING DUTCHMAN" *(Technicolor)* in its first openings, duplicating its success in New York where it is in its 2nd month.

Janet Leigh
Peter Lawford

The comedy, "JUST THIS ONCE", that Walter Winchell hails as "a click sleeper", which is convulsing preview audiences on both coasts.

Robert Taylor
Elizabeth Taylor
Joan Fontaine

The most exciting news since "QUO VADIS", the first reports of "IVANHOE" *(Technicolor)* the new industry Giant, secretly previewed in California and "coming in the Fall to top them all."

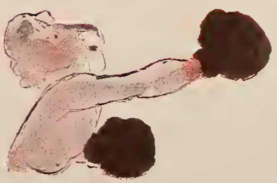
Stewart Granger
Cyd Charisse

The sock ad campaign in color reaching 160 million readership for "THE WILD NORTH" *(Ansco Color)*, "The King Solomon's Mines of 1952."

"Great Caruso"
"Show Boat"
"American In Paris"

M-G-M's Prize Musicals

The way M-G-M keeps up its reputation for musical leadership with such coming Technicolor tune-toppers as "Singin' In The Rain", "The Belle of New York", "The Merry Widow", "Skirts Ahoy!", "Lovely To Look At" and others.



The way Leo keeps in there punching, with his studio activities full blast and his national showmanship at its hardest-hitting high!

Please! In all newspaper ads: "The Arme
Forces Need Your Blood — Give Today!

Skouras Chairman Of TOA Meeting

Hollywood, Jan. 15.—Charles P. Skouras will be general chairman of the annual conference of the board of the Theatre Owners of America board here on Jan. 28-31, with Dick Dickson as co-ordinator of all conference activities, assisted by Thornton Sargent. Ed Zabel, John Lavery and George Bowswer will be in charge of entertainment, with R. H. McCullough assigned to television, Andy Krapman to merchandising, Dean Hyskell to decorations and exhibits, and Pete Latsis and Dick Pitts to publicity.

Schwalberg

(*Continued from page 1*)

ligent selling and merchandising are what make the differences in grosses."

3-Day Conclave

The three-day conclave concludes today with a series of meetings between individual division managers and home office sales executives. Speakers at the meeting included Barney Balaban, Adolph Zukor, Y. Frank Freeman, E. K. O'Shea, Jerry Pickman, and Oscar Morgan, of short subjects and Paramount News.

Morgan Heads Para. Sales Effort for 'Encore'

Oscar Morgan, general sales manager of short subjects and Paramount News, has been placed in charge of sales for Somerset Maugham's "Encore," a J. Arthur Rank import which Paramount will distribute. The film is scheduled for release this summer.

20th-Fox Seminar

(*Continued from page 1*)

Warner Theatres; Joseph Vogel, Loew's; Louis Schine, Schine Theatres; Sol Schwartz, RKO Theatres; George Skouras and Spyros Skouras, Jr., Skouras Theatres; Gerald Shea, Shea Circuit; Samuel Rinzler, Randforce Amusement; Fred Schwartz, Century Circuit; Si Fabian, Fabian Theatres; Joseph Seider, Prudential Circuit; Byron Lin, Comerford; Harry Brandt Theatres, and Walter Reade, Jr., Reade Circuit.

Reelect Schwartz

(*Continued from page 1*)

L. Maier, assistant secretaries; and Edward W. Avery, John E. Redmond and A. E. Reoch, assistant treasurers.

RKO RADIO PICTURES, Inc.

DES MOINES TRADE SHOW CORRECTIONS

"THE LAS VEGAS STORY" will be shown at the Orpheum Theatre at 8:30 P.M., Friday, Jan. 18, and not at the Fox Screening Room, as announced.

"TRAIL GUIDE" will be shown at the Fox Screening Room at 1:00 P.M., Friday, Jan. 18, and not at the Orpheum Theatre, as announced.

Universal Studying Purchase

(*Continued from page 1*)

next Wednesday on such phases of the study as valuation of Decca's assets and the probable ratio of exchange of Universal's stock for Decca stock necessary to acquire them.

Purchase of the Decca assets would be exclusive of the more than 300,000 shares and warrants of Universal stock owned by Decca. This phase of the plan under study reportedly engendered opposition to an early proposal to effect an exchange of Universal and Decca stock in the ratio of 9/10s of a share of Universal for each share of Decca.

Opponents of such an exchange contend that with Decca retaining its Universal stock holdings it would, in effect, be receiving more than one share of Universal for each share of Decca, whereas current market valuations of the two issues have a spread of about $3 in Universal's favor.

A published report that Universal was contemplating purchase of stock control of Decca to avoid submission of an amalgamation of Universal and Decca to stockholders, where it might be blocked by large Universal shareholders such as J. Arthur Rank, were denied by spokesmen for both Universal and Rank. An official of Universal said he knew of no such plan under contemplation. A spokesman for Rank said the latter has taken no position in opposition to a merger and could hardly do so in advance of a plan being completed and presented to him for appraisal.

However, a merger of the two companies, as originally contemplated, would require approval by two-thirds of the Universal stockholders. A consolidation, through the purchase by Universal of Decca assets, also would have to be submitted to stockholders but would need the approval of only a simple majority to be effective. With Decca holding an approximately 25 per cent interest in Universal, obviously proponents would have a good head start over any opposition to such a plan which might develop.

Meanwhile, the original merger plan has not been abandoned but is in abeyance pending receipt of the board committee's report. Other avenues are likely to be explored by the board also before a final decision is made in the near future, at least in time for submission to the annual meeting of Universal stockholders in April.

'U' Executives Pact

(*Continued from page 1*)

each will receive $1,000 weekly. Goldberg carries the additional title of treasurer, and Schimel is also secretary and general counsel.

Although the salaries of Daff and Schimel were not listed in Universal's 1950 annual report, the last annual report available at this time, that document does indicate that during that year O'Connor received $44,200 and Goldberg received $32,250.

The Universal board also approved a new two-year employment agreement for Edward Muhl, vice-president and studio operations manager, with a salary of $1,200 per week specified. The pact became effective last Oct. 16.

The company has modified a 1946 agreement with Cliff Work, who will receive from Jan. 1, 1952 to Dec. 31, 1956, a salary of $15,000 yearly.

5,600 'U' Pfd. Shares Retired, Reducing Capital by $560,000

Universal has retired 5,600 shares of its issued and outstanding 4¼ per cent cumulative preferred stock by allocating them to the sinking fund for such stock.

In consequence of this the capital of the corporation has been reduced by $560,000, the amount of capital represented by the shares. Shares allocated to the sinking fund are automatically retired and may not be reissued.

The shares retired were purchased out of surplus funds at prices "not exceeding the price at which the same might be redeemed."

The company had outstanding as of Dec. 31, 1951, 56,420 shares of 4½ per cent cumulative preferred, after deducting 1,180 shares in the company treasury.

From Oct. 28, 1950, to Dec. 31, 1951, 4,060 such shares were acquired by the company for a cash consideration of $232,840. During the same period 7,000 shares of the stock held in the treasury were retired in satisfaction of the sinking fund obligations for the five years from 1951 to 1955, leaving a balance of 1,180 shares in the treasury at the year's end.

Skiatron Test

(*Continued from page 1*)

will be forwarded by Skiatron to the Department of Justice, according to present plans. Asked what he thinks the Justice Department will do, Levey said "I think that the Department will speak for itself."

Levey held it "discriminatory" for film companies to hold out on product for the Skiatron test, which will now have to be delayed indefinitely, while many of them furnished films for last year's Phonevision test in Chicago.

'Exhibitor Pressure'

Asked how he interpreted the lack of response from five companies, Levey blamed it on "exhibitor pressure." The companies want exhibitors to know, Levey explained, that they will not supply product until "they have been officially pushed."

In response to a querv as to when Skiatron expects to seek Federal Communications Commission's approval for the public-participation test, Levey said "you cannot file until you can state the program content." Hopes of conducting the test next month have been shattered by the responses, Levey declared.

ARMIT Meeting

(*Continued from page 1*)

from general release for considerable periods following key runs. Pictures named included "David and Bathsheba," "Samson and Delilah" and "Quo Vadis."

Other resolutions endorsed the national Allied board resolution asking broad arbitration in the industry, and praised last year's "Movietime" campaign. The meeting set its convention for the Antlers Hotel, Colorado Springs, May 6 and 7 with a national Allied board meeting set for the Broadmoor Hotel in the same city, May 3 and 4.

ARMIT directors elected John Wolfberg, a national board member, Neil Beezley, president; Elden Menagh, vice-president and Mary Lind, treasurer.

TV Proposals

(*Continued from page 1*)

rent ban on use of film music sound tracks on TV.

He said "television has no place in these negotiations. That's a separate business and I don't think the motion picture studios are ready to take on TV talks because they are still fighting TV. As far as I'm concerned, you can call it TV—but it's motion pictures just the same. Eventually, the studios must get together with TV, and when they do they will probably merge with the electricians," he added jocularly.

No major changes in the present contract between the studios and the AFM are foreseen by Petrillo. Top company executives are here for the talks. The present contract expired last Aug. 31 but was extended to Jan. 14 under the original terms. The new contract, which will be for two years' duration, is due to be negotiated here this week.

'No Trouble'

Petrillo said he expected a "peaceful series of meeting," stating "there will be no fights and no trouble."

He said that if the companies wanted to "talk television" the union will oblige. "Personally," he added, "I don't think the film men want to talk television because they're fighting it."

The AFM president predicted the negotiations will result in safeguarding AFM from inroads of mechanization. Hal Leyshon, AFM public relations head, said the new contract will not include an escalator clause nor cost-of-living index.

Said Petrillo: "We don't want any trouble. But then, Nick Schenck is a good employer. He's never lied to me and I like to deal with people like that." He and Schenck are making arrangements for the heads of 20th-Fox, Paramount, M-G-M, Warners, RKO, Columbia, Universal and Republic to discuss possibilities of improving "lousy business."

An AFM executive board meeting at the Lombardy today announced that the United Nations-sponsored international labor organization will follow Petrillo's lead in establishing rights for performers at the national level.

Mono. in New Loan, Credit Agreement

HOLLYWOOD, Jan. 15.—Monogram president Steve Broidy and executive vice-president George D. Burrows announced signing a new one-year revolving loan and credit agreement with Security First National Bank, Los Angeles, providing for borrowing $1,000,000 and also permitting issuance of $500,000 in guarantees covering bank loans to independent producers releasing through Monogram or Allied Artists.

Guaranty Trust and Bank of Manhattan, New York, and California Bank, Los Angeles, are participating with Security First National in this credit.

For Best Quality & Service
ORDER YOUR
SPECIAL TRAILERS
FROM
Always Quick! FILMACK Always Best!
CHICAGO, 1327 S. Wabash NEW YORK, 630 Ninth Av

See Chicago System In Milwaukee

Chicago, Jan. 15.—The city of Milwaukee appears to be slated for a release system similar to that now operative in Chicago (under the Jackson Park decree), according to a mandate issued to the District Court here by the Court of Appeals yesterday in the Towne Theatre case. The mandate, arising from the denial Jan. 7 by the Supreme Court of the writs of certerari asked by both plaintiff and the defendants, directs the defendants to pay damages and legal fees in the amount of approximately a million dollars and limits the first runs in Warner and Fox Theatres in Milwaukee to two weeks.

Loew's Decree

(*Continued from page* 1)

they like considerable time for comments between the publication of the decree and presentation to the state court.

Also, the fact that the Internal Revenue Bureau has not yet passed on the tax aspects of the reorganization plan which the decree lays down.

UPT-ABC FCC Hearing

(*Continued from page* 1)

hearings will cover the transfer under the consent decree of control of Paramount's various television subsidiaries from the parent company to the two new companies.

Never 'Governed'

Allen B. Dumont, president of the company, told FCC hearing examiner Leo Resnick today that his company had withdrawn its application for a television station in Boston, would at some future date ask for a dismissal of its applications for stations in Cleveland and Cincinnati and would apply for stations in Boston and St. Louis "without regard to any plans Paramount might have." In response to questioning from his attorney, William A. Roberts, Dumont said his company had never been "governed" by Paramount in connection with any of its applications for television stations.

Second Witness

A second witness, Bernard Goodwin, declared that there had never to his knowledge been "any attempt by Paramount to induce action in any direction "in broadcast matters other than that wanted by the Dumont management." Goodwin identified himself as secretary of Dumont Laboratories and an officer of Paramount subsidiaries.

Questioning of Dumont is expected to continue tomorrow, with other company witnesses following, and the Dumont phase of the hearing will probably wind up at the end of the week. It will be followed by a recess, with the major portion of the hearing opening on Feb. 4.

New MPA TV Group Talks on FCC Plans

Further discussions on the industry's projected bid to the Federal Communications Commission for theatre television channels were held here yesterday by the TV committee of the Motion Picture Association of America. Another committee meeting on the outline of the industry's brief will be held here next Tuesday.

Those attending yesterday's meeting included: James L. Fly, MPAA attorney, chairman; Vincent Welch, MPAA TV counsel; Ed Morey, Allied Artists; William Baltin, Columbia; Leopold Friedman, Loew's; Lester B. Isaac, Loew's; F. W. Bottcher, Loew's; Paul Raibourn, Paramount Pictures; Earl Sponable, 20th Century-Fox; Peter Levathes, 20th-Fox; Norman Gluck, Universal; Frank Cahill, Jr., Warner, and others.

Kane Named

(*Continued from page* 1)

1925, when he joined the Boston branch as assistant chief accountant. He subsequently rose to Boston sales manager, and in 1932 was promoted branch manager of the New Haven exchange. Four years later he was back in Boston as branch manager, and in 1944 was named district manager for New York State and New England. Kane became assistant eastern-Southern division manager in 1947. (Hugh Owen is head of the Eastern-Southern division.)

Now in New York

Kane is now in New York attending Paramount's three-day meeting of divisional sales managers, which will end tonight.

US 'Essential' List

(*Continued from page* 1)

military duty.

Robert Coyne, representing the Council of Motion Picture Organizations, met some weeks ago with Commerce and Labor Department officials to discuss the film industry's chance of getting on the list, and at that time the government officials painted such a black picture of the outlook for the success of an appeal by the industry that Coyne indicated he would wait for a more favorable time.

Douglas Fairbanks, Jr. proudly announces
THE STAGE IS SET...
for the dramatic **THRILLER** *of the year!*
BETTE DAVIS
GARY MERRILL
EMLYN WILLIAMS
"ANOTHER MAN'S POISON"
A Douglas Fairbanks, Jr. and Daniel M. Angel presentation • Also starring Anthony Steel (by permission of J. Arthur Rank Productions, Ltd.) • with Barbara Murray • Reginald Beckwith Edna Morris • Screenplay by Val Guest • From the play, "Deadlock," by Leslie Sands
Produced by Daniel M. Angel • Directed by Irving Rapper
another BIG ONE thru UA

RKO presents

CORNEL WILDE
MAUREEN O'HARA
in

"AT SWORD'S POINT"

Color by TECHNICOLOR
with **ROBERT DOUGLAS**
GLADYS COOPER • BLANCHE YURKA
Produced by JERROLD T. BRANDT
Directed by LEWIS ALLEN
Screenplay by WALTER FERRIS
JOSEPH HOFFMAN

TRADE SHOWINGS

ALBANY	Fox Screening Room 1052 Broadway	Tues.	1/22	4:00 P.M.
ATLANTA	RKO Screening Room 195 Luckie St. N.W.	Tues.	1/22	2:30 P.M.
BOSTON	Keith Memorial Thea. 539 Washington St.	Thurs.	1/31	8:30 P.M.
BUFFALO	Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Wed.	1/23	2:00 P.M.
CHARLOTTE	Fox Screening Room 308 S. Church St.	Tues.	1/22	2:00 P.M.
CHICAGO	RKO Screening Room 1300 S. Wahash Ave.	Tues.	1/22	2:00 P.M.
CINCINNATI	RKO Screening Room 12 East 6th St.	Mon.	1/21	8:00 P.M.
CLEVELAND	Fnx Screening Room 2219 Payne Ave.	Tues.	1/22	2:30 P.M.
DALLAS	Paramount Scr. Room 412 S. Harwood St.	Tucs.	1/22	2:30 P.M.
DENVER	Paramount Scr. Room 2100 Stout St.	Tues.	1/22	2:00 P.M.
DES MOINES	Fox Screening Room 1300 High St.	Tues.	1/22	2:00 P.M.
DETROIT	Blumenthal's Scr. Rm. 2310 Cass Ove.	Tues.	1/22	2:30 P.M.
INDIANAPOLIS	Universal Scr. Room 517 N. Illinois St.	Tues.	1/22	1:00 P.M.
KANSAS CITY	Paramount Scr. Room 1800 Wyandotte St.	Wed.	1/23	2:30 P.M.
LOS ANGELES	RKO Screening Room 1980 S. Vermont Ave.	Tues.	1/22	2:00 P.M.
MEMPHIS	Fox Screening Room 151 Vance Ave.	Tues.	1/22	12:15 P.M.
MILWAUKEE	Warner Screening Rm. 212 W. Wisconsin Ave.	Wed.	1/23	10:30 A.M.
MINNEAPOLIS	Fox Screening Room 1015 Currie Ave.	Tues.	1/22	1:30 P.M.
NEW HAVEN	Fox Screening Room 40 Whiting St.	Tues.	1/22	2:00 P.M.
NEW ORLEANS	Fox Screening Room 200 S. Liberty St.	Tues.	1/22	10:30 A.M.
NEW YORK	RKO 23rd St. Theatre 261-272 Eighth Ave.	Tues.	1/22	9:00 P.M.
OKLAHOMA	Fox Screening Room 10 North Lee St.	Tues.	1/22	10:30 A.M.
OMAHA	Fox Screening Room 1502 Davenport St.	Tues.	1/22	1:00 P.M.
PHILADELPHIA	RKO Screening Room 250 N. 13th St.	Tues.	1/22	2:30 P.M.
PITTSBURGH	RKO Screening Room 1809-13 Blvd. of Allies	Tues.	1/22	2:30 P.M.
PORTLAND	Star Screening Room 925 N.W. 19th Ave.	Tues.	1/22	2:30 P.M.
ST. LOUIS	RKO Screening Room 3143 Olive St.	Tues.	1/22	2:30 P.M.
SALT LAKE CITY	Fox Screening Room 216 E. 1st. St. South	Tues.	1/22	1:30 P.M.
SAN FRANCISCO	Golden Gate Theatre Taylor & Golden Gate Avc.	Tues.	1/22	9:00 P.M.
SEATTLE	Jewel Box Scr. Room 2318 Second Ave.	Tues.	1/22	1:00 P.M.
SIOUX FALLS	Hollywood Theatre 212 N. Philips Ave.	Tues.	1/22	9:30 A.M.
WASHINGTON	Keith Theatre 619 15th St. N.W.	Tues.	1/29	8:30 P.M.

RKO RADIO PICTURES

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 12 NEW YORK, U.S.A., THURSDAY, JANUARY 17, 1952 TEN CENTS

Insider's Outlook

By RED KANN

EVERYBODY knows TV's muscles are getting stouter and stouter. Now comes the FCC with the inevitable statistics to remove remaining Thomases from the doubting division. Like these: 1950 revenue (latest available) $105,900,000 tripling 1949's $34,300,000. Losses, $9,200,000, which is plenty of red ink, but less appalling than $25,300,000 in '49. Don't forget, however, the scads of millions spent on experimentation and development which must be accommodated on the balance sheets.

President McConnell of NBC foresees TV in 28,000,000 U. S. homes reaching an audience of 84,000,000 by '55 if the international tea kettle refuses to boil over—any further, that is—and also in maybe 4,100 theatres. With their own exclusive channels, we take it, although McConnell doesn't quite clear up that portion of his crystal ball.

This proves, if nothing else, how inextricably intertwined with the business of motion pictures is the business of TV becoming. Exhibitors, in the main, are at a loss what to do, but not at a loss about the need to do it. Hoping that TV will drop dead is not a solution. It's a dream, perhaps devoutly to be desired, but that's all.

■ ■

JOE SKEPTIC, that long-silent curmudgeon, wants to know what happens to Chicago newspaper critics who find the product is better or worse than the Federal judge who is doing all the deciding. Are they in contempt of court? . . . Cecil DeMille thinks TV competition is putting exhibitors in show business for the first time in their lives. Any number of exhibitors wonder what DeMille thinks they've been doing all these years. . . . Reportorial imagination appears to have gotten in the way of the facts of the Louis B. Mayer settlement with Loew's. His residual values in Metro product—past, present and even future—were reported worth $5-millions. What he got was only $2,750,000. Only !! . . . They didn't say so over at 20th-Fox, but the reason behind stepping up newsreels to three issues twice weekly is that little thing called television.

Greene Still Favors Hughes Stock Sale

Pending a ruling by the U. S. Supreme Court in the Howard Hughes case, RKO Theatres Corp. should adopt a wait-and-see attitude on the proposed purchase of Hughes' trusteed stock in the theatre circuit, David J. Greene, Wall Street financial advisor who won two seats on the company's board, said yesterday.

In the wake of Tuesday's first meeting of the newly-elected board, Greene acknowledged that the proposal was not made at the meeting. It would be a bit "premature," Greene explained.

However, the Wall Street financier

(*Continued on page 4*)

Asked Para. to Sell Holdings: DuMont

WASHINGTON, Jan. 16.—Allen B. DuMont today declared that his company has been trying for the past few years to get Paramount Pictures to sell its holdings in Allen B. DuMont Laboratories, Inc.

The company feels that Paramount's continued ownership of stock in DuMont Laboratories would hurt Du-

(*Continued on page 5*)

Coast Business Is Paralyzed by Rain

Hollywood, Jan. 16.—Storms that lifted the annual rainfall total above the previous record high, set in 1890, virtually paralyzed theatre attendance Tuesday night and today, with the Weather Bureau promising another 24 hours of the same. Water reached the flood stage Tuesday, washing out bridges, submerging highways linking the city with the suburbs, and flooding private homes and business structures, including some theatres in neighborhood areas.

SIMPP Charges 'Collusive' Bids By Some Circuits

The executive distribution committee of the Society of Independent Motion Picture Producers is concerned over what it describes as "collusive practices" among some circuits in the conduct of competitive bidding, Ellis G. Arnall, SIMPP president, reported here yesterday following a meeting of the committee.

With a view to taking future action against these alleged practices, the committee will continue to collect data

(*Continued on page 4*)

US Acts in Brazil Crisis; Rickard to 'Rio' for MPAA

The U. S. State Department has instructed the American Embassy in Brazil to open informal discussions with the Brazilian government with a view to securing relief from the restrictive decree directed against American features and newsreels, John G. McCarthy, Motion Picture Association of America foreign department chief, reported yesterday following a meeting here of the Motion Picture Export Association.

As part of the MPEA strategy to secure relief in Brazil, Joachin Rickard, MPAA international department representative of Latin America, will leave here this weekend for Rio de Janeiro to confer with the American industry committee there and cooperate with the Embassy.

The State Department is said to have a stake of its own in the effort to have the restriction affecting news-

(*Continued on page 4*)

Spanish Film Pact Still Is Elusive

The SIMPP indicated here yesterday that it would not join in any Spanish-American film agreement that did not treat SIMPP on a par with the MPAA. The Society holds that the original Spanish formula provides no rights whatever for independent producers.

Meanwhile, the MPAA indicated yesterday, following a meeting of foreign managers, that proposals and counter-proposals are being exchanged with Spain, the Association's hope being that an equitable deal can be arranged.

Expand MPAA 'P.R.' Setup Early in Feb.

Will Aim for Increased Attention on Radio-TV

WASHINGTON, Jan. 16.—Expansion and departmentalization of the Motion Picture Association of America's promotional and public relations activities will be commenced early next month to make room for a spirited effort to secure increased attention for industry personalities on radio and television.

The expanded activity actually will get underway when Tim Claggett of the MPAA publicity department here reports in about two weeks at the New York office to take over duties relating to newspapers, magazines and the trade press.

From about Feb. 1 on, the New York publicity set-up will consist of Kenneth Clark, who is director of MPAA publicity; Claggett and Alfred

(*Continued on page 4*)

Seminar List Is Expanded

Several additional circuit heads were added yesterday to the list of those invited to the seminar to be held here on Tuesday by 20th Century-Fox, when Al Lichtman, director of distribution, and Charles Einfeld, vice-president, will detail the full program of product which the company will distribute this year.

Invited in addition to those mentioned yesterday are J. J. Fitzgibbons, Famous Players Canadian; Dave Griesdorf, Odeon Theatres of Can-

(*Continued on page 5*)

UPT to Hold 50% of Microwave Firm

Through the proceeds received from the sale of common stock to United Paramount Theatres, Inc., which will own 50 per cent of the outstanding common subsequent to the sale, Microwave Associates, Inc., of Boston will finance expansion of manufacture of microwave tubes, components and systems, it was disclosed here yesterday.

Dana W. Atchley, Jr., UPT's coordinator of technical research, will resign to become president of the enlarged company. UPT executives who will be directors of the expanded firm are: Leonard H. Goldenson, Robert H. O'Brien, Simon B. Siegel and Jason Rabinovitz.

Stockholders Get WB Board Proposal To Reduce Capital

Ballots to vote on the Warner Brothers board proposal to reduce the capital of the corporation by the cancellation and retirement of 1,152,215 shares of stock held by the corporation were sent out yesterday with a proxy statement, signed by R. W. Perkins, WB secretary.

The proxy statement was in preparation for the annual meeting of stockholders to be held in Wilmington, Del., on Feb. 19 when, in addition, six directors will be elected.

Renominated to serve two years are: Albert Warner, Harry M. Warner, Jack L. Warner, John E. Bierwirth, Waddill Catchings and Perkins. In February 1951, stockholders elected Samuel Carlisle, Stanleigh P. Friedman, Charles S. Guggenheimer, Samuel Schneider and Morris Wolf.

Among yearly salaries listed for the fiscal year ending Aug. 31, 1951 were: Harry M. Warner, $185,900; Jack L. Warner, $185,550; Kalmine, $130,000; Albert Warner, $105,050; Schneider, $105,150, and Perkins, $105,150.

Formal AFM Talks to Open in Miami Today

MIAMI BEACH, Jan. 16.—Top industry executives and the international executive board of the American Federation of Musicians are slated to formally open negotiations tomorrow at the Lombardy Hotel here. The major topic of discussion will be a new contract between Hollywood studio musicians and film companies.

Both groups met today in executive sessions behind closed doors and according to a union representative, routine business was discussed.

Eric Johnston, president of the Motion Picture Association of America, who is also here, met with company executives on industry problems.

Stars Are Cited for Servicemen's Shows

WASHINGTON, Jan. 16. — Senator Ferguson (R., Mich.) today roundly applauded the efforts of Hollywood film stars to entertain and build morale among U. S. troops overseas.

Ferguson, who recently returned from a trip to Korea and Japan, inserted in the *Congressional Record* a long statement "in recognition of a job well done" by the film industry. He declared he had given much attention to the question of entertainment for U. S. military personnel, and that he was "convinced it is a necessary and desirable function, and takes first rank in building fine morale among our troops."

To Present Film Awards

Winners of the New York Film Critics annual awards for outstanding achievement will be formally presented with them on Sunday at the Algonquin Hotel here, with the ceremonies to be televised on Ed Sullivan's "Toast of the Town" CBS program, starting at 8:00.

Personal Mention

HERMAN M. LEVY, general counsel of the Theatre Owners of America, is due here tomorrow from New Haven.

•

ROY ROWE, veteran North Carolina legislator and theatre exhibitor, has formally announced his candidacy for lieutenant governor in the spring Democratic Party campaign.

•

LEONARD HIRSCH, home office assistant to RUDY BERGER, M-G-M Southern sales manager, is in Washington conferring with resident manager JEROME ADAMS.

•

CECIL B. DEMILLE will return to Los Angeles today from his cross-country trip.

MAX E. YOUNGSTEIN, United Artists vice-president, will return to New York today from Philadelphia.

•

MRS. YVONNE WALL SIGELKOE, executive secretary to JAMES A. MULVEY, president of Goldwyn Productions, will leave her post tomorrow to take up domestic life. VIRGINIA FREY, formerly of the Goldwyn publicity department, will replace her.

•

SYLVIA J. RASKIN has been appointed secretary to GAEL SULLIVAN, executive director of Theatre Owners of America.

•

J. J. COHN, M-G-M studio executive, is due here from the Coast today.

Invite Arnall, Johnston

WASHINGTON, Jan. 16.—A House Judiciary sub-committee has invited Eric Johnston, Motion Picture Association of America president, and Ellis Arnall, president of the Society of Independent Motion Picture Producers, to testify this month on a bill giving U. S. copyright protection to aliens without the necessity of having their works printed or manufactured in this country.

The committee plans hearings Jan. 28 to Jan. 30.

Weinberg, Baida Named

HOLLYWOOD, Jan. 16.—James Weinberg, formerly with the legal department of Universal-International, and Robert Baida have joined the Monogram-Allied Artists legal department as assistants to Barnett Shapiro, resident attorney. They replace, respectively, Roy Pace and John Erpelding, each resigned. Pace has joined the Sam Jaffe Agency legal staff, and Erpelding has become affiliated with the legal department of the William Morris Agency.

The HERALD INSTITUTE of Industry Opinion

The First Report of
The HERALD INSTITUTE
of Industry Opinion
will appear in
this week's issue of
MOTION PICTURE HERALD

14 Firms Merged in New 'P.A.' Setup

Hollywood, Jan. 16.—Formation of the Public Relations Management Corp., with 14 regional public relations firms covering 16 principal cities pooling their resources and facilities, was announced today by Howard G. Mayer and Dale O'Brien, the Los Angeles member. The executive office will be maintained in New York. Mayer has been elected a member of the executive committee and directorate.

1st Film Course in U. S. for Teachers

A course on the motion picture for academic and vocational high school and junior high school teachers will be instituted here on Feb. 15 by the Board of Superintendents of New York City's Board of Education, in cooperation with the Organization of the Motion Picture Industry of the City of New York.

The course—first of its kind in the country for teachers—will be given under the direction of Dr. Jacob Greenberg, associate superintendent, in the auditorium of the High School of Performing Arts, Manhattan, each Tuesday afternoon, starting at 3:45 P. M., and is intended to be an educational potential in the school and the community. Dr. Franklin J. Keller, principal of the school, will serve as co-ordinator, in cooperation with Fred Schwartz, president of Century Theatres and chairman of the Organization of the Motion Picture Industry. The course will consist of 15 lectures, each to be given by either a leader in the educational field or an authority in the film industry.

Stress Influence on Education

The lectures will stress the influence of the motion picture in relation to the education of young citizens and to the cultural life of the community, and will highlight the means for bringing the educational, vocational and cultural values of the motion picture into the classroom.

Motion Picture producers, writers, directors, actors, technicians, exhibitors, salesmen, critics and composers will be invited to lecture by the Schwartz organization. Educational leaders in the visual education field will be invited to lecture by Dr. Keller. Professor Robert Gessner, chairman of the Motion Picture Department of New York University, is cooperating with Dr. Keller.

Services for W. G. Seib

SALT LAKE CITY, Jan. 16.—Funeral services for W. G. Seib, who retired two months ago as branch manager of Columbia Pictures here and who died Sunday, were conducted here today. Seib had been ill with a heart ailment for several months. Harold Green is Columbia's new exchange manager.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Soon

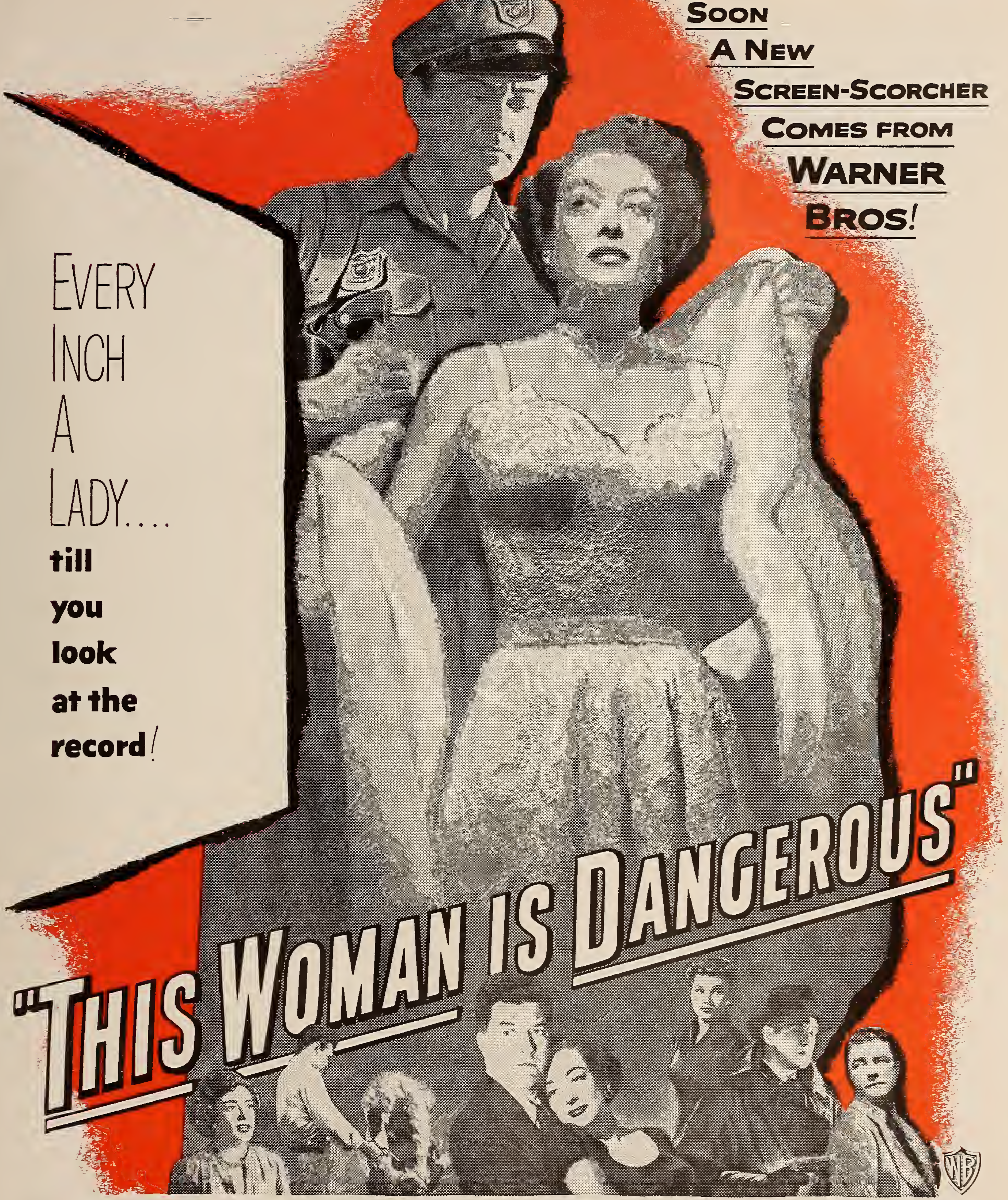
A New

Screen-Scorcher

Comes from

Warner

Bros!



EVERY

INCH

A

LADY....

till

you

look

at the

record!

"THIS WOMAN IS DANGEROUS"

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WITH RICHARD WEBB · MARI ALDON · PHILIP CAREY · SCREEN PLAY BY GEOFFREY HOMES AND GEORGE WORTHING YATES · DIRECTED BY FELIX FEIST PRODUCED BY ROBERT SISK

TRADE SHOWS JANUARY 23

ALBANY
Warner Screening Room
110 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Rm.
97 Walton St N W • 2 00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2 30 P M

BUFFALO
Paramount Screening Room
464 Franklin St. • 1 45 P M

CHARLOTTE
20th Century-Fox Screening Rm.
308 S Church St • 2 00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. 1.30 P M

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th 8 00 P M

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8 30 P.M

DALLAS
20th Century-Fox Screening Rm.
1803 Wood St. • 1 30 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2 00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12 45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2.00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Rm.
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Rm.
1720 Wyandotte St. • 1 30 P M

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Rm.
151 Vance Ave • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2.00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2·00 P.M.

NEW ORLEANS
20th Century-Fox Screening Rm.
200 S. Liberty St. • 8:00 P.M

NEW YORK
Home Office
321 W. 44th St. • 2.15 P.M.

OKLAHOMA
20th Century-Fox Screening Rm.
10 North Lee St. • 10·00 A.M.

OMAHA
20th Century-Fox Screening Rm.
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2.30 P.M.

PITTSBURGH
20th Century-Fox Screening Rm.
1715 Blvd. of Allies • 1·30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N W Kearney St. 10·30 A.M.

SALT LAKE
20th Century-Fox Screening Rm.
216 East 1st South • 2.00 P M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. 1:30 P M.

SEATTLE
Modern Theatre
2400 Third Ave. 10·30 A M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. 7 30 P.M.

Greene Urges

(*Continued from page 1*)

called it "foolish" to have outsiders buy Hughes' 920,000 shares, now trusteed to the Irving Trust Co. Greene claimed that RKO Theatres has sufficient cash to swing the deal.

Asked to comment on the proposal that Hughes' RKO Theatres stock be purchased by the circuit, Sol A. Schwartz, president of the company, said "such a matter is for the board to decide." The proposal has yet to be made to the board, he added.

The proposal was originally made by Greene in a proxy statement before the stockholders meeting, but yesterday's statement was the first open indication of his attitude since becoming a director.

Greene ventured the opinion that Hughes may wish to sell his stock and perhaps forego the time limitation sought by the government in its case before the Supreme Court. The U.S. is seeking to force Hughes to sell his trusteed stock by Feb. 20, 1953.

Greene, who described Wednesday's meeting of the board as "cordial" and "harmonious," listed the following two advantages in the company's purchasing the Hughes interest: it would put cash to work effectively; it would eliminate a controlling stockholder without disrupting the company.

It can be argued, Greene continued, that with Hughes' stock re-purchased by the company, "I would gain control." Greene, however, held that he was not interested in controlling the company, that he is primarily an investment broker interested in the market value of the company's securities."

Added Greene: "I have no interest in running the theatre business. I would not know how to run it."

RKO Theatres, according to management sources, would have sufficient funds to purchase Hughes' bloc of shares at the current market value of between 4¼ and 4¾, but there is no indication from the Hughes' interests that he would be willing to sell at that price. It would further have to be decided whether the money could be used more productively by the company in other fields, according to the opposing argument.

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UNITED AIR LINES

Review

"Just This Once"

(*Metro-Goldwyn-Mayer*)

A FILM of great comic spirit is offered in "Just This Once." The picture sparkles along in a sophisticated vein, striking up a mood of carefree gaiety. Occasionally, in this story of a rich young man who has too much money for his own good and an attractive lady-lawyer who is assigned to watch his purse strings, liberties are taken with plausibility, but it is all in the generous interest of mirth.

Peter Lawford plays the urbane young man whose reckless expenditures are greater than his annual $1,000,000 income. This being a problem to Lewis Stone, estate executor, he devises the idea of having Miss Leigh, an economy-conscious barrister, take charge of Lawford's money transactions.

At first Lawford is enchanted by having so radiant a maiden as Miss Leigh guard his expenses but soon the charm wears off when he learns that she is grimly serious about the business. In time she strips him of his charge accounts and cuts him down to a meager $50 a week allowance. Lawford decides to get her to resign as his financial watchdog, but since she has legal command, he must do it cleverly. Thus he determines to arouse jealousy in Richard Anderson, fiance of Miss Leigh.

Director Don Weis has gotten most out of the humorous situations and the rivalry between both men. Presently Miss Leigh finds herself falling in love with Lawford and sets about molding him into a serious, worthy man. This too turns into quite an amusing process. While he tells her he's working ambitiously on a new job he actually spends his time in pleasant sessions on a golf course.

When Miss Leigh learns about this deception she ends the romance by deftly dumping a bowl of spaghetti on the prodigal's head. By the time the story runs its course misunderstandings are resolved and Miss Leigh is where she wants to be—in Lawton's loving arms.

It goes without saying that Lawton and Miss Leigh make an appealing screen couple, with suavity to the former and vibrance to the latter.

The picture is that type that should do well at the box-office, especially in metropolitan areas.

Henry Berman produced from the screenplay by Sidney Sheldon.

Running time, 90 minutes. General audience classification. Release date, not set.

Mandel Herbstman

AITOIN Reelects Myrick, Wolcott

Des Moines, Iowa, Jan. 16.—At the meet here of Allied-Independent Theatre Owners of Iowa-Nebraska, Inc., Al Myrick was reelected president and Leo Wolcott reelected chairman of the board.

All other officers were also reelected, with the exception that Elmer Hunke, Omaha, former secretary, is the new treasurer, replacing T. V. Evans of Clinton. Charles Jones, Elma, Iowa, is the new secretary.

Following resolutions were adopted: Severely criticized Edward Small for selling 26 new features to TV and Columbia Pictures for releasing them; condemned sneak previews of pictures and night trade screenings, requesting that trade screenings be shown in the daytime; ordered all theatres be regularly and fully solicited by representatives of film companies in person, thereby eliminating the "either-or" situation; ordered that all pictures be offered for sale and dating to all theatres on national release date. Directors set April 22-23 as annual convention dates at Omaha.

Weiner, Charton to Essenjay Pictures

Chicago, Jan. 16.—Charles Weiner, former United Artists branch manager in Minneapolis, and Bill Charton, former Warner Brothers branch manager on the West Coast, have joined Essenjay Pictures as branch managers of the San Francisco and Seattle offices.

Spiers Leaves Lippert

Chicago, Jan. 16.—Edward Spiers, Chicago branch manager for Lippert Pictures, has resigned effective Friday. No replacement has been named.

Allied Board Seeks Selling Formula

Washington, Jan. 16.—The Allied States board of directors meeting, to be held here Feb. 4-6, will consider plans for a selling formula "to ease the stresses and strains of film buying," Abram F. Myers, board chairman and general counsel, has advised affiliated regional organizations.

Under its convention resolutions, Myers reminds, Allied "is committed to a campaign against extortionate film rentals and oppressive selling policies." His message to regionals also states: "When it becomes official that the distributors can no longer force advanced admissions, the result will be due to Allied, although others will try to take the bows."

His message gives no other hints concerning the nature of the selling formula to be discussed by the board.

Other topics certain to hold the spotlight at the board meeting, are Allied's proposals for an industry arbitration system and the sale of films to television. An election of officers is scheduled to be held during the board session. The spring meeting of the board has been set for May 3-5, in Colorado Springs, Colo.

Brazil Crisis

(*Continued from page 1*)

reels lifted. This stake involves the U. S. government-sponsored documentary films, for the decree would require distributors of American newsreels to export to the U. S. Brazilian newsreel, documentary and travelogue footage equivalent to 10 per cent of such American footage imported. Meanwhile, the Brazilian government is fining exhibitors who fail to show one domestic feature for each eight foreign features exhibited.

'Collusive'

(*Continued from page 1*)

to support its contention, Arnall said. He declined, however, to specify what action would be taken by the Society.

"Collusive practices are beginning to dominate the market with respect to competitive bidding," Arnall said. The practices, he added, boil down to this: "One exhibitor says to another, 'you take this picture and I'll take that one.'" Moreover, Arnall continued, "circuit monopolies 'wink' at one another when bidding for pictures." The result, he suggested, is that producers are not receiving bids that are competitive.

The committee, Arnall reported also, is desirous of securing an amendment to the SIMPP by-laws to provide the Society with revenue from pictures sold abroad so that a full-time foreign manager may be added to the organization's executive staff. This information is being passed along to the SIMPP board which is expected to vote soon on the amendment.

The SIMPP distribution committee discussed also developments in Spain, France and Germany. Particular concern was expressed over an apparent intention of the French to curtail American film imports under a new agreement which will replace the Franco-American pact which expires June 30, Arnall said. He added that SIMPP will want the U. S. State Department to guard the American film industry's interests if the French take definite steps in that direction.

Arnall will leave here Friday for Washington and Atlanta. He will return to New York for the Feb. 14-15 meeting of the executive board of the Council of Motion Picture Organizations, and later will make a trip to the Coast.

Expand MPAA 'P.R.'

(*Continued from page 1*)

F. Corwin. Claggett will take over the duties which have been carried by Corwin, who is expected to be assigned to the post of MPAA radio-television contact.

Norman Kuhne, former Economic Stabilization Agency press relations executive, will continue to head up MPAA's press relations department in Washington. He was appointed to the post last month.

Apart from his radio-television liaison work, Corwin very likely would be in charge of Motion Picture Export Association press relations, it was indicated.

Corwin's primary task in contacting the radio-television field would be to secure personal appearance time for producers, directors, stars and other industry personalities.

Several weeks ago Eric Johnston, MPAA president, announced that the MPAA's New York office would be the scene of stepped-up activity and the principal center of operations. Clark, who formerly made his headquarters in Washington, now is stationed in New York.

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DeMille Beats TV, Says 'Daily News'

The New York *Daily News* (circulation, 2,050,000), yesterday editorially lauded Cecil B. DeMille's Paramount production, "The Greatest Show on Earth," current at Radio City Music Hall here. Citing some of the film's attractions, the editorial stated: "As of now, TV can't compete with any of that."

Asserting that "we'd been inclined to lend a sympathetic ear to current moans and groans from our California movie capital," the editorial concludes: "Take your tears elsewhere, Hollywood. All you need is more real show business, like your man DeMille's."

UA Sets $400,000 Budget for 'Queen'

One of the biggest advertising, exploitation and publicity budgets ever set for a United Artists release, totaling $400,000, has been set for John Huston's color by Technicolor film, "The African Queen," it was announced by Max E. Youngstein, UA vice-president and national director of advertising-publicity and exploitation.

The film is set for a New York premiere at the Capitol in February and for Coast-to-Coast release around Easter.

UA Gets Two from King Brothers

United Artists has concluded contracts for the release of two films from King Brothers Productions, it was disclosed here by Arthur B. Krim, UA president. The films are "Mutiny," with color by Technicolor, directed by Edward Dmytryk, which will be released this spring, and "The Ring," which goes into production tomorrow.

Seminar List

(*Continued from page 1*)

ada; David Weinstock, Raybond Theatres; Max Cohen, Cinema Circuit; Wilbur Snaper, Snaper Circuit; Jack Hattam, Interboro Circuit; Irving Dollinger, Independent Theatre Service of New Jersey; Julius Joelson, J. J. Theatres; and Frank Fowler, St. Cloud Amusement Co. of New Jersey.

RKO Theatres will have a contingent of 22, headed by Sol Schwartz, president of the circuit, representing the operating, publicity and film booking departments of the company.

Twentieth Century-Fox is currently mulling plans to repeat the meeting throughout the country in key distribution centers, based on reactions already expressed by invited guests.

The merchandising plans to be presented will enable exhibitors to set their own exploitation and promotion plans months in advance of showings.

Joseph Feldman Resigns

Joseph Feldman, assistant general manager of Warner Theatres in Western Pennsylvania, resigned that position to enter the local advertising field. He joined Warner Brothers 20 years ago.

Television--Radio

Comment and Opinion

SO much has been written and said about NBC-TV's new "Today," television's first early morning show, that a let-down was probably inevitable. It seems a shame that a program in which so much money and effort have obviously been invested can fall so flat.

The two-hour inaugural show on Monday morning—allowing for the usual "bugs"—represented a disorganized attempt to duplicate a regular radio show and put it on TV without too many concessions to the medium. Any number of fancy communication gadgets were used and they were impressive, but the day when it was necessary to prove that radio spans the world has long gone and television demands something new and different—even in the early morning.

"Communicator" Dave Garroway is kept too busy in the RCA Exhibition Hall studio to project his pleasant personality. An effort is made to keep the show interesting both to the early morning watcher and to the many millions who are too busy with other chores. In part this is accomplished by playing records and when that happens, the camera takes an idle jaunt through the studio, occasionally picking up the faces of passers-by on the street.

The various radio and TV pickups were not impressive Monday, but improved Tuesday morning. On the Monday show the cameras caught fog in Chicago, traffic in Washington and a half-empty Grand Central in New York. In "Today," NBC is setting an important precedent. So far, all it has proven is that the magic of TV and radio alone doesn't make a show. A little imagination is needed too.

☆ ☆ ☆

The Federal Communication Commission appears determined to finally make good on its promise and lift that longstanding freeze on television station construction. An intricate allocation plan, which recognizes economic and geographic differences, is being worked out. But even when it is published, actual processing of applications is going to take a long time since there are many more applicants than there are channels available and hearings will have to be held. Adding to the confusion is NBC's request that the Commission's multiple-ownership rules, which limit a licensee to five TV stations, be lifted when it comes to stations in the ultra high frequency band.

☆ ☆ ☆

Cheers are in order for last Friday's presentation of "Billy Budd" on the Schlitz Playhouse of Stars over CBS-TV. With Walter Hampden in the lead, the successful Broadway play of a season ago was skillfully adapted and expertly presented. In fact it was one of the finest and most moving dramas seen on television for some time.

In direct contrast, the second installment of NBC-TV's "Claudia" Sunday could not have been more disappointing, not because of the manner in which director James Furness handled the proceedings, but largely because of the performance of Joan McCracken as Claudia. Miss McCracken brings to her characterization none of the sweet innocence and naivete with which Rose Franken imbued her Claudia. Instead, she makes David's wife someone who just lacks the ability to think things out. The show could also stand some speeding up.

☆ ☆ ☆

For constant high standards in the difficult presentation of musical numbers, the Fred Waring Show over CBS-TV Sunday night cannot be beat. Fred Waring and his singing Pennsylvanians have made the transition from radio to video with smooth efficiency and now, under the aegis of General Electric, combine a fine sense of showmanship with very real talent to make their half hour of song-and-dance outstanding and imaginative entertainment.

☆ ☆ ☆

Television sets now are in operation in 35 per cent of all American homes, says Hugh M. Beville, Jr., director of Plans and Research for NBC. The set count as of Jan. 1 was 15,700,000. This compares with a total of 10,549,000 a year ago.

☆ ☆ ☆

Universal-International can take a proud bow for the excellently integrated plug for "Bend of the River" on Art Baker's "You Asked for It" show over ABC-TV Monday night. That's the way to do it.

Bert Lahr was very funny in NBC-TV's new "Royal Show Case." Joe Bigelow produced, George Abbott directed. . . . CBS-TV will open another theatre-studio, the network's 15th in New York. . . . Bill Stern finally returning to TV with his own show, over NBC.

FRED HIFT

Remodel 20th-Fox Room for Eidophor

Remodeling of the 20th-Fox Little Theatre at the home office for next month's scheduled test of the Eidophor theatre TV system is now progressing. 20th-Fox equipment is now enroute from Zurich, Switzerland, and is expected to arrive here shortly.

Asked Para. to Sell

(*Continued from page 1*)

Mont in many ways, he told Paramount president Barney Balaban in a letter written only last November. The letter and three others between DuMont and Balaban were made public today at the second day of the Federal Communications Commission's catch-all hearings.

Offered Paramount Choices

Under questioning, DuMont said his company had offered Paramount choices that ranged from cash offers for their Class B stock in the DuMont company to conversion of the Class B stock to Class A.

The November letter to Balaban asked for Paramount's plans for disposing of its DuMont stock, for reversing the FCC's proposed decision that Paramount controlled DuMont, for removing the resulting "interference" with DuMont's plans to acquire additional TV stations, and for removing "any cloud" over DuMont that might result from Paramount's anti-trust record.

Information Would Become Known

DuMont had also written to Balaban that it was inevitable "that certain information of great value" relating to its activities in developing and producing equipment should become available to Paramount's representatives. "It is quite clear also," he wrote, "that knowledge as to the plans and commercial transactions of the DuMont network would be of the greatest importance" to ABC, UPT and Paramount Pictures. He pointed out that by virtue of Paramount's minority interest in his company, "under certain circumstances" this could result in "continuing disadvantage to DuMont."

Balaban replied that Paramount would "continue bending every effort to convince the Commission that Paramount was a qualified licensee and that its interest in the DuMont Laboratories was a minority interest and did not constitute control."

He called DuMont's letter "full of misstatements and insinuations."

UA Publicists Seek 18% Pay Increase

A negotiating committee of United Artists publicists will meet here today with Max E. Youngstein, vice-president and director of advertising-publicity, to discuss proposals submitted by the Distributive, Processing and Office Workers of America (Dist. No. 65) for a union contract.

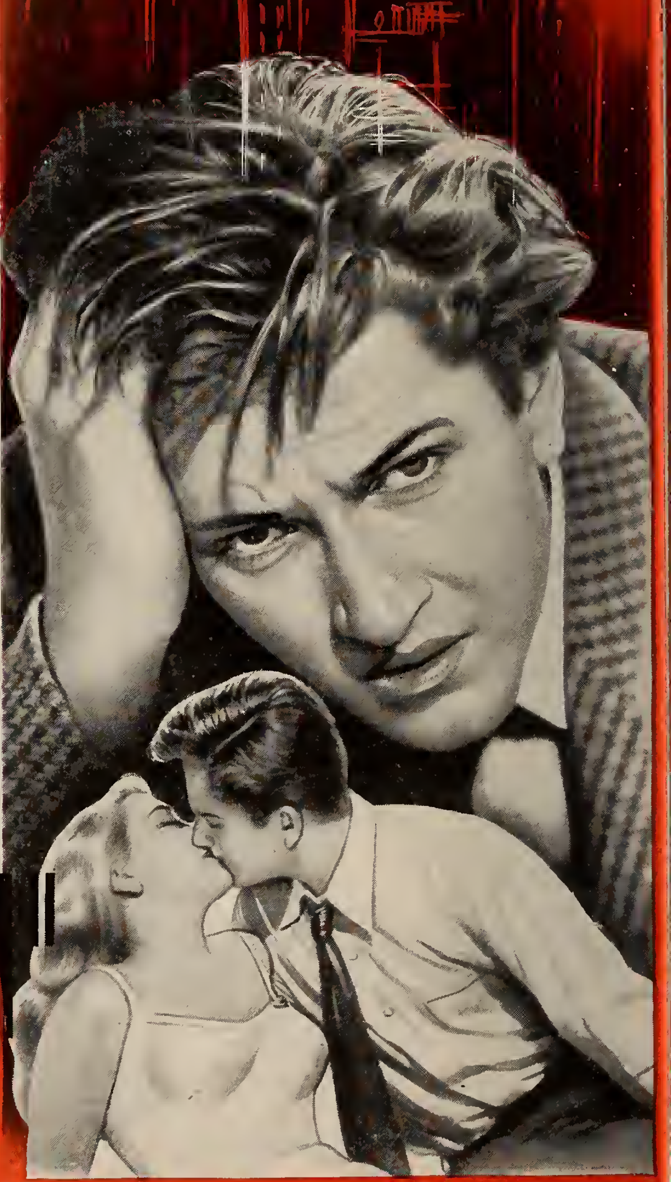
UA publicists, who have not had raises for three years, are seeking an 18 per cent general increase and a union shop clause, according to a union spokesman. The employes previously were members of Screen Publicists Guild which has been superceded by DPOWA.

BIG EXCITEMENT!

"THE BIG NIGHT"

"YOUNG BARRYMORE, IN A TURBULENT, DEMANDING ROLE, CONVINCINGLY EARNS HIS RIGHT TO HIS FAMOUS NAME. Crams an uncommon amount of character insight, originality and intense feeling, as well as the seedy realism of cheap, big city backgrounds in the small hours."—*Time*

"A mature, touching story skillfully directed. Barrymore turns in a youthfully ingratiating performance. The shocking opening scene finds him precipitated into a bewildered, drunken man hunt."—*Newsweek*



starring

JOHN BARRYMORE, JR.

Philip A. Waxman presents
JOHN BARRYMORE, JR. in "THE BIG NIGHT"
with Preston Foster • Joan Lorring
Howard St. John • Dorothy Comingore • Philip Bourneuf
Directed by Joseph Losey • Produced by Philip A. Waxman
Screenplay by Stanley Ellin and Joseph Losey
Director of Photography Hal Mohr • Released thru United Artists

Big... thru UA

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 13 NEW YORK, U. S. A., FRIDAY, JANUARY 18, 1952 TEN CENTS

Myers Submits Allied Plan Of Arbitration

Organization Unit Will Review It, Board Next

WASHINGTON, Jan. 17.—A proposed draft of an all-inclusive industry arbitration system has gone out to members of Allied States Association's arbitration committee, general counsel Abram F. Myers has revealed.

Myers, who prepared the draft, said it was put in the mails today. He said details would not be made public until this or some other plan is approved by the Allied board meeting here early next month. Copies of his proposal will go out to all board members early next week, it was understood.

Present plans are for the arbitration committee to compare notes on the proposal, either through correspondence or at a meeting just in ad-

(*Continued on page* 4)

Perkins Wins QP Quarterly

Al Perkins, manager of the Roxy Theatre in Midland, Ontario, is a clear first in the quarterly competition for the Quigley Awards, sponsored by the Managers Round Table of *Motion Picture Herald.* Jerome Baker, manager of RKO Keith's in Washington, D. C., is an equal winner for a large theatre situation.

Judges were John Murphy, general manager of Loew's out-of-town theatres; Lynn Farnol, publicity director for the Metropolitan Motion Picture Theatre Owners Association of New

(*Continued on page* 7)

End 2-Day Republic Sales Meet Here

James R. Grainger, Republic executive vice president in charge of sales, presided here yesterday at the closing session of a two-day sales meeting at the company's home office, following similar meetings on the Coast and in Chicago.

Grainger's return to New York followed a five-week absence during which he spent three weeks at the

(*Continued on page* 7)

House 'Red' Probe Reopens on Monday

Washington, Jan. 17.—The House Un-American Activities Committee announced it would reopen its Communism-in-Hollywood hearings on Monday, and will probably continue all week. While Committee officials refused to reveal the witness list, it was learned that producer Sidney Buchman had been subpoenaed and that George Glass had asked voluntarily to appear.

The official announcement said the hearings would be on "Communist activities in California. This hearing will not be confined to the motion picture industry."

Night Meeting on New AFM Contract

MIAMI BEACH, Jan. 17.—Negotiations between major company executives and the American Federation of Musicians on a new contract for Hollywood studio musicians did not get under way at the Lombardy Hotel here until seven o'clock tonight. The negotiators still were in session at a late hour.

Conferences among the company executives, begun yesterday with Eric Johnston, president of the Motion Picture Association of America, presiding, continued today. Johnston and other members of the executive group,

(*Continued on page* 4)

MPAA and SIMPP Reach Accord on Spanish Film Pact

Following an exchange of views here yesterday between officials of the Motion Picture Association of America and the Society of Independent Motion Picture Producers, John G. McCarthy, MPAA international department chief, reported that the two organizations had reached an accord which will result in a united American film industry approach to an agreement with the Spanish government.

Declining to elaborate on the basis of the accord until the views of the Spaniards toward new proposals are received here, possibly in a few days, McCarthy did indicate, however, that the SIMPP member-producers would receive equitable consideration in the allocation of licenses under the proposed Spanish-American pact.

The independent producers, under

(*Continued on page* 2)

New UA Posts for Winikus, 2 Others

Francis Winikus, United Artists advertising manager, and Al Tamarin, publicity manager, in about 30 days will receive promotions which will be accompanied by the naming of Mort Nathanson, publicity aide to independent producer Sam Spiegel, to the post Tamarin will vacate.

Max E. Youngstein, UA vice-president, reported yesterday that Winikus will become advertising-publicity di-

(*Continued on page* 2)

TOA Atlanta Grievances Meet Called

60 Exhibitors from Five States to Convene Thurs.

Some 60 exhibitors and circuit owners operating in North and South Carolina, Georgia, Florida and Eastern Tennessee will gather in Atlanta next Thursday for Theatre Owners of America's second major trade practice grievance meeting, it was disclosed yesterday by TOA headquarters here.

The meeting will be presided over by E. D. Martin, head of Martin Theatres of Columbus, Ga., who, it is expected, will relay in person the complaints aired at the meeting to members of the offical TOA grievance panel during the course of the TOA board meeting in Los Angeles on Jan. 28-31.

It is likely that Mitchell Wolfson, TOA president, will stop over in At-

(*Continued on page* 4)

Offered Para. $12,000,000

WASHINGTON, Jan. 17.—An offer of $12,000,000 for Paramount Pictures, Inc.'s stock in the Allen B. Du Mont Laboratories, Inc. was made by the Du Mont company in 1950, the Federal Communications Commission was told today.

Paramount turned down the offer, Dr. Allen B. Du Mont said, even though the Du Mont company had made firm arrangements with Kuhn, Loeb, investment bankers, for financing the deal.

On the stand for the third day in

(*Continued on page* 4)

Pathe Seeks Early RKO-Loew's Trial

If the RKO and Loew's circuits conform to the Feb. 1 deadline for providing Pathe Industries with gross records and other data requested in conjunction with the latter's $15,000,000 triple-damage anti-trust action against the two theatre companies, the plaintiff will be in a position to move immediately thereafter for trial in U. S. District Court here, it was in-

(*Continued on page* 4)

The Herald Institute

***The Herald Institute of Industry Opinion*, formation of which was announced on Nov. 10, 1951, makes its debut in the Jan. 19 edition of *Motion Picture Herald*, out today.**

***The Institute*, functioning through representative panels in exhibition, distribution and production, will sample each group for views on important industry problems and will present the results for the combined industry, as well as for its individual branches.**

The first report, published today, presents findings on these questions:

Should there be an industry arbitration system?
If so, what subjects should be arbitrated?
How should arbitration panels be selected?
What is the business prospect?
How did 1951 business compare with 1950?
What are the reasons for changes in the business trend?

Subsequent findings on other major topics will be published regularly thereafter.

MPIC Support To Kramer

HOLLYWOOD, Jan. 17.—Motion Picture Industry Council today lined up with AMPP, SIMPP, IMPPA, MPAA, COMPO, in approval of Stanley Kramer's action in filing suit against Wage Earners Committee for circulating a pamphlet describing him as notorious for producing "Red-slanted and Red-starred" films. WEC has been picketing Kramer's "Death of a Salesman" run in Beverly Hills since Dec. 20, and allegedly has distributed circulars to exhibitors as well as the public.

MPIC resolution, adopted at the regular monthly meeting Wednesday night, said, "Whereas MPIC has noted with increasing concern attacks made by irresponsible groups on the loyalty and patriotism of the picture industry, particularly in unjustified picketing of theatres and in the distribution of defamatory circulars, it therefore resolves that MPIC commends Stanley Kramer for his courageous stand in instituting a libel suit against the Wage Earners Committee for the malicious and unfounded picketing of his picture, and pledges to him our complete support in the action he has taken."

MPIC constituent groups include AFL film council, all talent guilds, virtually the entire Hollywood professional and labor personnel.

Last night's meeting ended Allen Rivkin's six-months presidency, with vice-president Gunther Lessing taking over a six-months term and Steve Broidy becoming vice-president in line of succession. Rivkin will attend the next COMPO meeting as MPIC representative. Secretary Ronald Reagan and treasurer Cy Baer were re-elected. Also, SWG president Mary C. McCall, Jr., was elected to represent MPIC at a luncheon scheduled in Washington by Defense Secretary Robert Lovett next Wednesday.

MPIC Meet Hears State Dept. Report

HOLLYWOOD, Jan. 17.—James B. Faixchney, chief of the foreign production staff of the international motion picture division of the U. S. State Department, at a meeting of the manpower committee of the Motion Picture Industry Council here, reported on the work being done by industry manpower in various sections of the world and urged MPIC to continue its support of the international information program.

MPAA and SIMPP

(*Continued from page 1*)

the formula submitted by Spain, would partake of 40 licenses which the Madrid government would channel through Spanish producers. Prior to yesterday's MPAA-SIMPP exchange of views, Ellis G. Arnall, Society president, said SIMPP would not join in any Spanish agreement that did not treat SIMPP on a par with the MPAA. The MPAA member companies, under the Spanish formula, would receive 60 licenses direct from the government.

Personal Mention

LEO McCAREY, producer-director, will return to Hollywood today after a week's visit here.

●

CHARLES F. DEESEN, home office assistant to **JOHN J. MALONEY**, Central sales manager for M-G-M, is in Detroit, conferring with **MALONEY** and **FRANK DOWNEY**, local branch manager, and will return here Monday.

●

KENNETH E. WRIGHT, theatre owner and president of the Theatre Television Authority, has been appointed a regular member of the City Civil Service Board by the city council of Sacramento, Cal.

●

LINDSAY DURAND, Paramount's West Coast national magazine contact, returned to Hollywood yesterday from New York.

●

LEO SAMUELS, sales head of Walt Disney's Eastern office, will leave here for Burbank this week.

●

AL LICHTMAN, 20th Century-Fox distribution chief, plans to leave for a Florida vacation around Jan. 25.

GAEL SULLIVAN, executive director of the Theatre Owners of America, left Chicago yesterday by train for Los Angeles.

●

ALFRED F. CORWIN of the Motion Picture Association of America's New York press relations department, is in Washington and will return to his desk here on Monday.

●

JOHN DAVIS, managing director of the J. Arthur Rank Organization, is scheduled to arrive here from London by plane tomorrow and will return there Jan. 24.

●

TED TODDY, president of Toddy Pictures, was in Atlanta for a visit to the branch office there.

●

JAY BONAFIELD, RKO Pathe executive vice-president, is in Cuba from New York.

●

MAX BERCUTT, Warner Brothers field man, is in Salt Lake from San Francisco.

●

THERON WARTH, producer, is in New York from Hollywood.

Dragonette a Guest at Industry Breakfast

Jessica Dragonette, Jane Wyatt, and Mary Ann Wagner will be on the program with Rev. James Keller, head of the Christopher movement, at the second annual Communion breakfast for Catholics in the film industry here on Sunday. The affair will be held in the Grand Ballroom of the Waldorf Astoria immediately following nine o'clock Mass at St. Patrick's Cathedral.

Other guests will include Margaret O'Brien, Perry Como, Kathleen Lockhart, June Lockhart, Una O'Connor, Roddy McDowell, Robert Alda, Eddie Dowling, Giacinto Prandella and Mary Ann Wagner. The Right Rev. Richard J. Pigott, pastor of Our Lady of Victory Church, will represent His Eminence Francis Cardinal Spellman. A capacity crowd of 2,000 is expected to attend.

Miss Dragonette, author of the recently published book, "Faith Is a Song," will sing the national anthem and Miss Wyatt and McCarey will give short addresses, following the principal talk by Father Keller.

New UA Posts

(*Continued from page 1*)

rector, Tamarin will be named the latter's assistant, and Nathanson will be publicity manager. Lately, Winikus has been serving also as assistant advertising-publicity director. Under the staff reorganization, Youngstein, who has been directing advertising-publicity operations, will continue to oversee the department's activities and at the same time will take on a number of additional executive duties.

Prior to joining Spiegel, recently, Nathanson was for several years publicity manager of Paramount Pictures here.

100 Acceptances for 20th Meet to Date

More than 100 representatives of top circuits in the East have already signified their intention of attending the 20th Century-Fox merchandising meeting set for Tuesday, it was revealed here yesterday by Al Lichtman, director of distribution for the company.

Many previously unrevealed plans for the promotion of the 1952 lineup will be announced at the meeting when vice-president Charles Einfeld and his advertising, publicity and exploitation departments detail methods and techniques of bringing the product to the public's attention.

Disabled 'Vets' Film At 6 B'way Houses

A record number of day-and-date Broadway playdates for a Disabled American Veterans short has been set up by Warner's Ben Abner, New York DAV distribution chairman, on "One Who Came Back," which is currently showing at six houses here. Theatres playing the film, a two-reel subject sponsored by the United States Defense Department, Disabled American Veterans and the Association of Motion Picture Producers of Hollywood, are the Paramount, Warner, Mayfair, Globe, Rialto and the New York.

"One Who Came Back" is being distributed nationally through the Motion Picture Association of America with Ben Kalmenson, Warner sales head, in charge of distribution.

'Zapata' Rivoli Opening

"Viva Zapata!" Darryl F. Zanuck's first personal production of 1952 for 20th Century-Fox, will have its world premiere at the Rivoli on Feb. 7.

Only 'A Handful' of Bldg. Permits Issued

Washington, Jan. 17.—National Production Authority officials say only "a handful" of theatre projects will be okayed in the second quarter, consisting in those for which critical materials were on hand before Oct. 1; those using very small quantities of critical materials, which can be obtained without government aid; those absolutely essential for morale of military personnel or defense workers and theatres to replace fire losses, or in other situations of extreme economic hardship for the exhibitor.

Mono.-AA Executive Meeting on Coast

Leaving here today by plane for Hollywood will be Monogram-Allied Artists Eastern executives Morey R. Goldstein, sales vice-president; Edward Morey, vice-president, and Lloyd Lind, supervisor of exchanges. They will meet on the Coast with Steve Broidy, president of the two companies, and Harold Mirisch and G. Ralph Branton, vice-presidents, on sales policies for 1952 and a discussion of saturation bookings for "Fort Osage" and "Rodeo," two Monogram specials in Cinecolor, and Monogram's "Waco," in sepia tone.

$200,000 Studio Fire

HOLLYWOOD, Jan. 17. — Frontier Films studio, recently used for television production, was destroyed by fire with a loss estimated at $200,000.

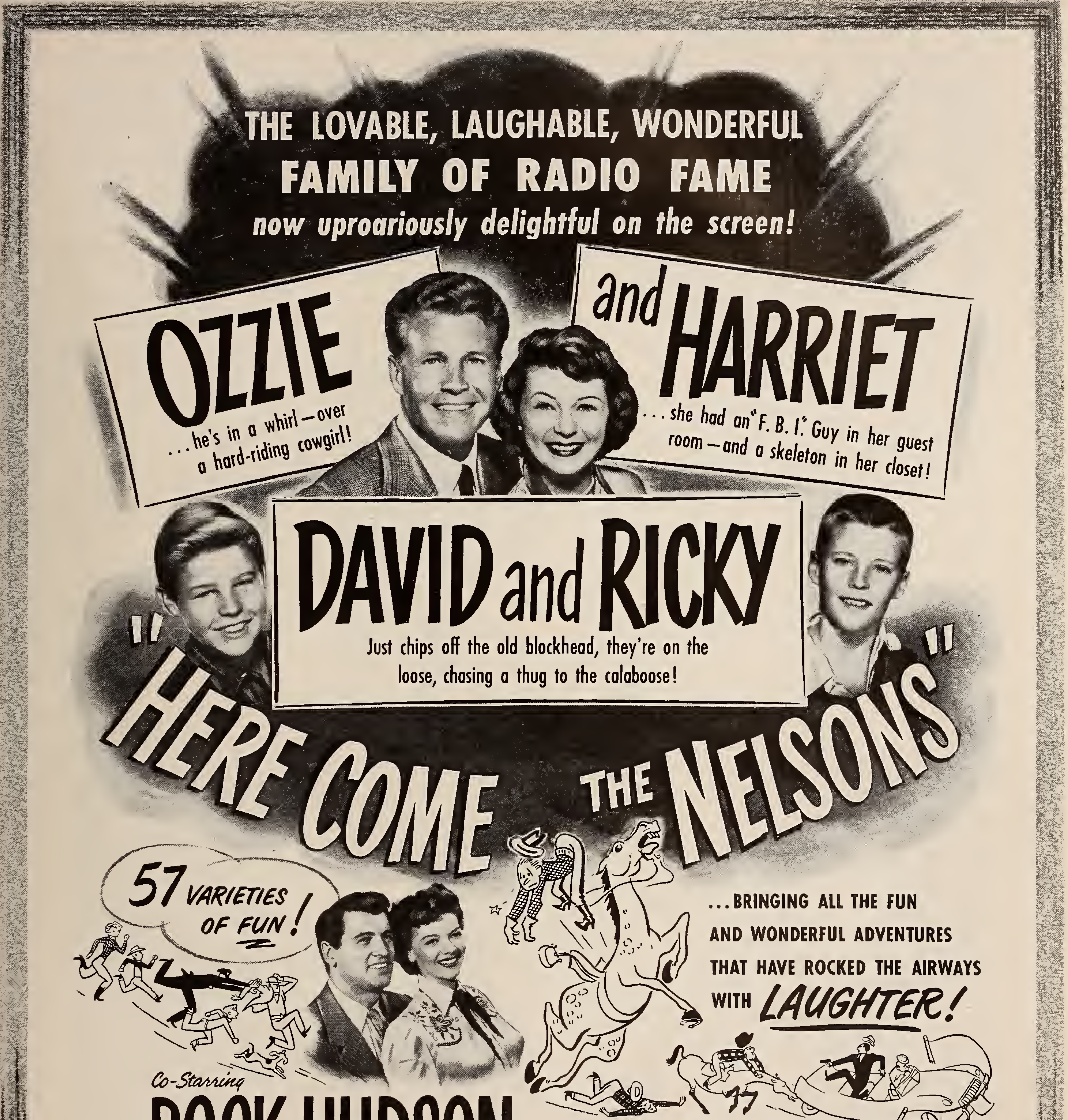
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

COLUMBIA PICTURES presents
BRODERICK CRAWFORD
DONNA REED · JOHN DEREK
in
Scandal Sheet
in Person
THE INK SPOTS & SARAH VAUGHAN
ERSKINE HAWKINS
And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

SAMUEL GOLDWYN'S
"I WANT YOU"
Now! CRITERION Broadway at 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



THE LOVABLE, LAUGHABLE, WONDERFUL
FAMILY OF RADIO FAME
now uproariously delightful on the screen!

OZZIE
. . . he's in a whirl—over
a hard-riding cowgirl!

and HARRIET
. . . she had an "F. B. I." Guy in her guest
room—and a skeleton in her closet!

DAVID and RICKY
Just chips off the old blockhead, they're on the
loose, chasing a thug to the calaboose!

"HERE COME THE NELSONS"

57 VARIETIES OF FUN!

. . . BRINGING ALL THE FUN
AND WONDERFUL ADVENTURES
THAT HAVE ROCKED THE AIRWAYS
WITH *LAUGHTER!*

Co-Starring
ROCK HUDSON
with **BARBARA LAWRENCE**

Story and Screenplay by OZZIE NELSON, DONALD NELSON and WILLIAM DAVENPORT • Directed by FREDERICK de CORDOVA • Produced by AARON ROSENBERG

Universal International

U-I *MAKES THE MONEY MAKERS!*

1912 40th Anniversary Year 1952

Pathe Plans

(*Continued from page* 1)

dicated yesterday by William C. MacMillen, Jr., Pathe president.

The suit, filed over a year ago, alleges that RKO and Loew's had conspired to keep independently-produced pictures out of the New York Metropolitan market. Pathe subsidiary Eagle Lion Classics also was a plaintiff at the outset, but was withdrawn from the action when its physical assets were sold to United Artists.

MacMillen said most of the records requested of the defendants already have been received, but additional documents are due to be handed over by Feb. 1. He forecast that a trial date would be set for sometime in the spring, unless the defendants chose meanwhile to have a number of pretrial hearings.

The Pathe Industries president, who is also board chairman of Souvaine Selective Pictures, will leave New York on Monday for the Coast where he will examine a number of films with a view to their acquisition by Souvaine. He will return here in about 10 days.

Pathe's 1951 earnings, MacMillen said, are expected to total $1,250,000, which would compare with a loss of over $1,300,000 in 1950.

AFM Contract

(*Continued from page* 1)

described their sessions as "routine" and said they had no statement to make when the conference was adjourned this afternoon.

Tonight's negotiations with James C. Petrillo, AFM president, are scheduled to take up proposals for wage increases and changes in working conditions for studio musicians. Petrillo said earlier that conditions governing the use of recorded film music on television will not be introduced by the AFM and added that he didn't believe the film company executives wanted to discuss the subject, either. Another meeting was planned for tomorrow with the possibility that a joint statement might be issued then.

Myers Submits

(*Continued from page* 1)

vance of the board meeting, and to prepare recommendations to give the board.

Final decision will be up to the board when it meets here Feb. 4-6.

Meanwhile, Theatre Owners of America's board at a meeting in Los Angeles Jan. 28-31 will put the finishing touches to a TOA draft of an industry arbitration system which Herman M. Levy, TOA general counsel, has prepared.

Reject All Bids for 'Vadis' in Chicago

CHICAGO, Jan. 17.—All bids for the first run showing here of M-G-M's "Quo Vadis" have been rejected. No explanation for the action has been given. It is rumored that there is a possibility of the picture being played in the World Playhouse, local sure-seater.

Langan to Times Square

Don Langan has joined Times Square Productions here as vice-president in charge of sales. Langan is a veteran advertising man.

Offered Para. $12,000,000

(*Continued from page* 1)

the FCC's catch-all hearings, Du Mont told of other proposals his company made to get Paramount to dispose of its Du Mont company holdings in an effort to change the FCC proposed finding that the Du Mont company is controlled by Paramount.

The hearings, which are currently going into the question of Paramount's control of the Du Mont company, will take up later the proposed merger between United Paramount Theatres and the American Broadcasting Co., and the question of whether the two Paramount companies or any of their subsidiaries can own television stations in the light of their anti-trust status. The Du Mont phase was originally scheduled to end tomorrow, with the other questions brought up when the hearing re-opens on Feb. 4. Questioning of Du Mont witnesses, however, will probably go well into next week, with a possible postponement of the Feb. 4 date.

Under questioning by Paul A. Porter, attorney for Paramount Pictures, Inc., Du Mont described another 1950 arrangement for the disposal of Paramount's 560,000 B stock shares in the Du Mont company. This had been agreed to by both Du Mont and Paul Raibourn, Du Mont said. Raibourn is a vice-president of Paramount Pictures, Inc. and a director of the Du Mont company.

"But when Barney Balaban got hold of it he kicked it out and the deal collapsed," Du Mont said. He described additional terms which Balaban wanted to put into the agreement which would still have left Paramount with the same degree of control of the Du Mont company even though Paramount would have disposed of 90 per cent of its Du Mont holdings.

At one point Du Mont told FCC hearing examiner Leo Resnick that his company was "willing to bend over backwards" to get Paramount to dispose of its holdings.

Later in the session, William A. Roberts, counsel for Du Mont, introduced in the record a letter written Jan. 12, 1951 by Du Mont to Balaban suggesting that the number of Paramount directors in the Du Mont company be reduced from three to one.

Porter objected to the introduction of the letter into the record, saying that it was drafted on purpose for the hearing. Roberts agreed with Porter, pointing out a portion of the letter which quoted from the Commission's proposed 1948 decision on Paramount's control of Du Mont. The Commission decision said that if several of the Du Mont company's four class A stock directors were absent from a board meeting, Paramount's three class B stock directors could control the meeting.

"It has been suggested," Du Mont wrote to Balaban, "that the chances of a decision by the Commission that Paramount does not control Du Mont would be enhanced if the number of directors voted by the holders of class B stock were reduced to one instead of three."

At an earlier hearing, FCC Counsel Frederick Ford asked Allen DuMont what would be the effect of the UPT-ABC merger on the DuMont Network. DuMont replied that he did not see where the merger "would change the network's position materially so far as competition was concerned" as long as the DuMont Network had five stations. If the DuMont Network had to continue operating with its present three television stations, he continued, it would be "at a disadvantage" if the merger went through.

He declared that in the early days Paramount's board members in the DuMont company had carried considerable weight in decisions. This weight lessened with the years, he said, as the DuMont company's financial position became better. In 1950, he told the Commission, DuMont made about as much as Paramount.

No Plans for Theatre TV

DuMont maintained that his company has no plans for theatre television. In response to questioning from Ford about the use of film on television, DuMont declared that in about five years he thought that from 20 per cent to 40 per cent of the programs on television stations would be on film.

DuMont told FCC hearing examiner Leo Resnick that in recent years his company has brought up with Paramount the idea of buying Paramount's Class B stock in the DuMont company for cash. They were never able to conclude any negotiations successfully, however, he continued, "because Paramount is not interested in selling for cash."

The television pioneer also said that there had been "verbal discussions" about converting Paramount's Class B stock into Class A stock. These discussions had gone as far as an outline on paper, he said, but "never came through," because it would have done away with Paramount's B stock entirely and would have distributed its A stock in small lots, which the company would not agree to.

Proposals were made, DuMont continued, involving the possible sale of Paramount's DuMont holdings to "other interests." These other interests, he said, did not buy because they wanted control of the DuMont company, and "in the estimation of the purchasers the B stock never gave control."

Two New Imports for Mayer and Kingsley

The next date at the Trans-Lux 60th here will be the American premiere of "The Magic Garden," a film made in South Africa, with a non-professional cast composed entirely of natives. It was produced and directed by Donald Swanson. Another film, a 40-minute British featurette entitled "David," directed by Paul Dickson, will also have its first American showing at the Trans-Lux house. Both films are being released here by the firm of Arthur Mayer-Edward Kingsley, Inc.

Jacobs and Steerman Share Feldman Job

PITTSBURGH, Jan. 17.—Sidney Jacobs and Benjamin W. Steerman, veteran executives of Warner Brothers local circuit, will share the duties left open by the resignation of assistant general-manager Joseph W. Feldman who left to assume the co-ownership of a local advertising agency.

Steerman will continue as comptroller and head of the company's real estate department, while Jacobs will supervise the district theatres in addition to being in charge of West Virginia theatres.

TOA Meet

(*Continued from page* 1)

lanta for the grievance meeting on his way from Miami to Los Angeles. In that case one member of the TOA grievance panel would be on hand to hear complaints as they are registered against distributors at the Atlanta regional parley. Other members of the panel are Charles P. Skouras, TOA board chairman; Gael Sullivan, executive director, and Herman M. Levy, general counsel. Skouras is on the Coast awaiting the arrival of Sullivan who is en route there by train, and Levy will leave here today for Los Angeles.

The other major TOA grievance meeting took place in New York late last fall. Meanwhile there have been subsidiary grievance gatherings among organization members in Charlotte, Albany and Watertown, N. Y.

Invited to attend the Atlanta meeting are: Mack Jackson, Mrs. Walter Griffith, R. M. Kennedy, Max A. Connett, H. F. Kincey, M. A. Lightman, Sr., M. A. Lightman, Jr., R. B. Cox, H. H. Everett, G. D. Carpenter, Bolivar F. Hyde, Luke A. Stein, M. E. Hensler, Fred H. Kent, Kermit C. Stengel, J. H. Thompson, John Thompson, Oscar Lam, Nat Williams, Robert B. Wilby, A. Fuller Sams, Jr., J. B. Harvey, Ben L. Strozier, Jay Solomon and Emil Bernstecker.

Also, Alfred Starr, Walter T. Morris, Carl Bamford, Paul H. Bennet, W. G. Fussell, P. B. Garner, William R. Griffin, M. M. Grimes, Lloyd Royal, Guy Kenimer, Fred Weis, Elmer Sutterer, Mose Lebovitz, Worth Stewart, Arthur Lehmann, Arthur J. Steel, R. D. McGowan and Louis Rosenbaum.

Also, Bob Moscow, Cowan Oldham, C. L. Patrick, James T. Redd, Sam Irvin, Harold Boardman, Robert Bryant, Charles B. Burgin, Harry M. Curl, W. E. Dunn, Mark Chartrand, Milton Edelstein, R. A. Edmondson, Harvey Fleischman, Jack Fuller, J. M. Reynolds and Joseph J. Zaro.

'Unity and Harmony' Showmanship Theme at TOA Board Meet

HOLLYWOOD, Jan. 17.—"Unity and Harmony" has been chosen as the theme to be stressed in elaborate showmanship decorations being installed at National Theatres headquarters in preparation for TOA board meeting on Jan. 28-31.

Grant Valley Case Move

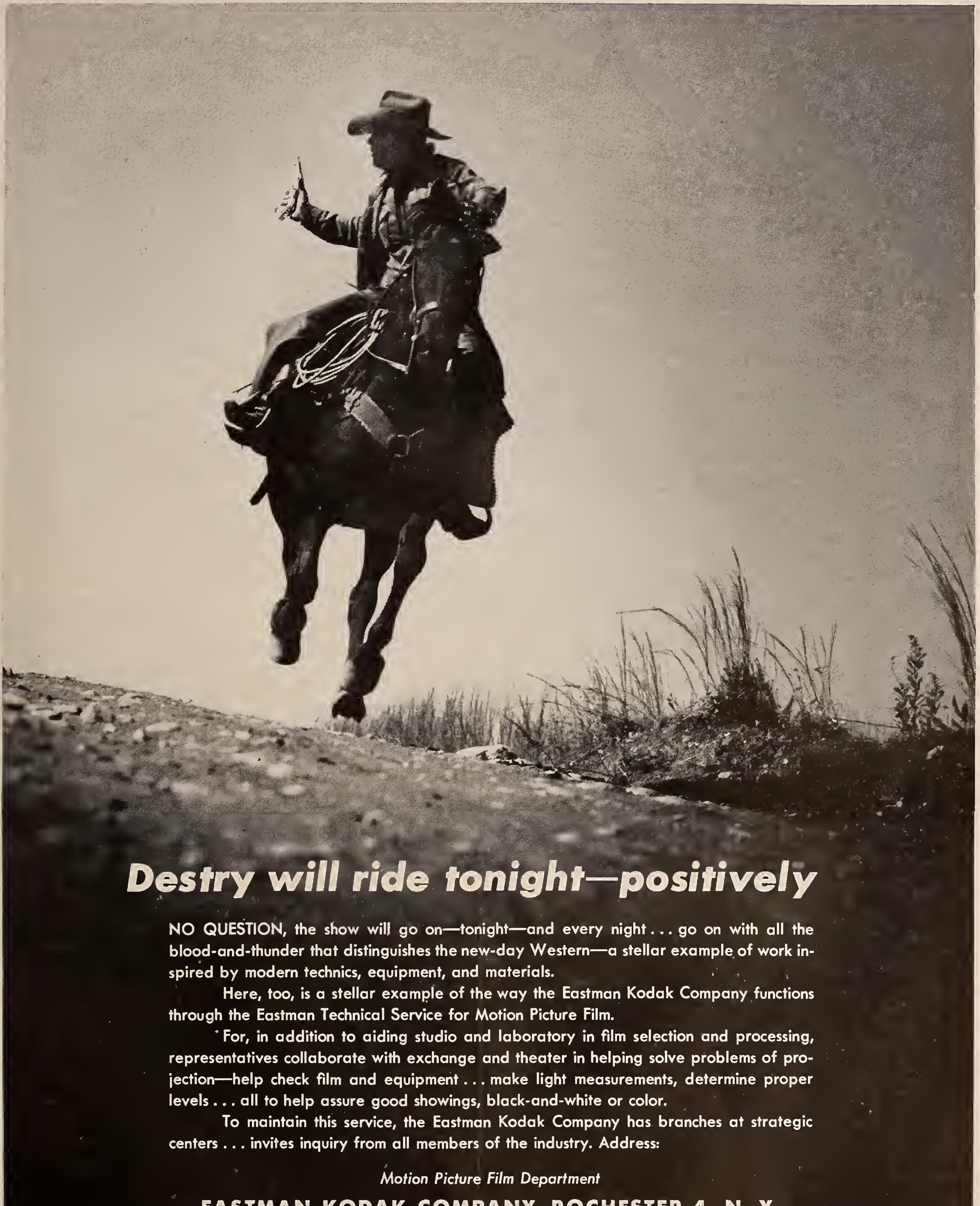
CHICAGO, Jan. 17.—The defendant's request for transfer of the Valley case, which asks for a change in the Cincinnati release system, to the Federal Court of the Southern District of Ohio was granted here today by Federal Judge Walter Labuy. The request for transfer was unopposed by the plaintiffs.

Services for Gile Steel

HOLLYWOOD, Jan. 17.—Services will be held tomorrow, at the Culver City Funeral Parlor for Gile Steele, M-G-M costume designer and two-time Academy Award winner, who drowned Tuesday night when a street flood trapped him in his car. His mother and a brother survive.

Mrs. Jeffee Services

Funeral services for Florence Jeffee, wife of Saul Jeffee, president of Movielab, will be held here today at Riverside Memorial Chapel. Mrs. Jeffee died Wednesday.



Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night . . . go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with exchange and theater in helping solve problems of projection—help check film and equipment . . . make light measurements, determine proper levels . . . all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry from all members of the industry. Address:

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New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Motion Picture Daily Feature Reviews

"Here Come the Nelsons"

(Universal-International)

AS the radio fan knows, there is always something popping in the household of Ozzie and Harriet Nelson. The first featured appearance of the entire family, and that also includes David and Ricky, is made in this Aaron Rosenberg production. The picture is energized with action, complication and genial confusion, and all of it strictly in the formula vein.

No doubt a ready-made audience awaits the picture in the large radio following of the Nelson program. The homespun comedy arises out of a misunderstanding when Harriet suspects Ozzie of being interested in another woman and Ozzie gets the idea that Harriet is attracted to another man. Along with this confusion runs another aspect concerning the turmoil of the home town as it prepares for a centennial celebration and rodeo. Ozzie, as an advertising executive, is hard-pressed to think up a promotional stunt for a foundation garment manufacturer. Luckily for him there are some big-time thieves around and when they run off with the circus funds, Ozzie catches them with a roadblock of foundation garments. Thus Ozzie gets a promotion for the publicity. As for the marital misunderstanding, it is easily cleared up, naturally.

Romance in a more youthful vein is portrayed by Barbara Lawrence and Rock Hudson.

Ozzie Nelson also had a hand in the screenplay, along with Donald Nelson and William Davenport. Frederick de Cordova directed.

Running time, 76 minutes. General audience classification. For February release.

MANDEL HERBSTMAN

"Royal Journey"

(National Film Board of Canada—United Artists)

THE headline-capturing visit last autumn of Princess Elizabeth and the Duke of Edinburgh to Canada and the United States is here presented in a striking 52-minute documentary. The picture is especially noteworthy because it is the first in feature length to be filmed in the new Eastman Kodak negative-positive color process. The color was soft and clear and seemed particularly effective, especially since weather conditions under which the picture was photographed were frequently bad.

The picture shows the highlights of the visits to the various provinces and frequently lingers over some dramatic incident. In Washington there is the meeting with President Truman and stressing of the good neighbor theme. A clever narration accompanies the picture in which frequently the voice of some enraptured citizen of the locale visited is heard. The documentary at once combines the best qualities of a newsreel and a travelogue although the very nature of the material gives it a repetitive quality.

It is obvious from the picture that everywhere the Royal couple went they left an impression of charm and friendliness.

The picture was made by the National Film Board of Canada. Tom Daly produced and David Bairstow directed. Leslie McFarlane wrote the narration.

Running time, 52 minutes. General audience classification. For March release.

M. HERBSTMAN

"Harem Girl"

(Columbia)

THE internal politics of a mythical Middle Eastern country get quite a workout at the hands of Joan Davis, an uninhibited, gangling American girl. The result is "Harem Girl," a fast-paced slapstick fare.

While serving as secretary-companion to Peggy Castle, a princess whose oil-rich lands have been usurped by a sheik, Miss Davis immediately finds herself very deep in plot and counterplot, providing plenty of opportunities for her double-talking brand of humor. Miss Davis's romantic illusions about the mysterious East are never quite lost despite one narrow escape from a fate worse than death with a rotund sheik and numerous narrow escapes from death itself. At various points in the proceedings, she is forced to disguise herself as a palace guard, tangle with a headless ghost, do an impromptu harem dance and run around on what must be the slipperiest palace floors in the Middle East.

Miss Castle is a very pretty straight girl, while Paul Marion has the thankless role of her boy-friend who leads a revolt. Arthur Blake is the comic, rotund sheik who does not care who gets the oil, and Donald Randolph and Henry Brandon are wicked conspirators. Also on hand are some very shapely "harem" girls. It is a one-woman show, however, directed by Edward Bernds, from a story which he wrote and a screenplay on which he collaborated with Elwood Ullman. Wallace MacDonald produced.

Running time, 70 minutes. General audience classification. For February release.

Rogers Suit Transferred

A suit for $15,000, brought by Budd Rogers against the financial firm of Walter E. Heller & Co. for alleged commissions due Rogers, has been transferred from New York Supreme Court to Federal Court here. The suit concerns commissions sought by Rogers for procuring a distribution agency for "Walk in the Sun" in the United Kingdom.

Testimonial to Brown

BUFFALO, Jan. 17. — Mannie A. Brown, formerly local Paramount exchange manager, later Eagle Lion Classics division manager in Buffalo and Albany, and recently city salesman for UA here, was honor guest at a testimonial luncheon tendered him here by Tent 7, Variety club. Brown recently was named manager of the Cleveland UA office.

"Fort Osage"

(Monogram) *Hollywood, Jan.* 17

A SPLENDID frontier melodrama of broad entertainment porportions containing box-office ingredients consisting of vivid Cinecolor, loads of action, a well-knit yarn and a large and well-directed cast, topped by a convincing Rod Cameron, all nicely wrapped up for a piece of solid screen merchandise, by producer Walter Mirisch and director Lesley Selander, based on a story and screen-play written by Dan Ullman.

The tale goes back to the days when old Fort Osage in Missouri was the last safe frontier stopping place for pioneers venturing in wild Indian country for pioneers and their wagon-trains riding off to the gold fields of California.

Scores of pioneers and scores of Indians are seen in the climactic sequences, and the script is the strictly straightaway type with which screen stories of the Old West fare best. The onus for the trouble which brews in the plot is on a small group of greedy white men, the Indians being given a clean bill for the most part. The guilty parties get their punishment in ample measure when they get it. Box-office prospects for the picture appear bright.

Cameron plays a wagon-master hired by Morris Ankrum, frontier operator of a wagon-transit company, and father of Jane Nigh, the feminine lead, to take a wagon-train through the Osage country. But Cameron refuses when he witnesses the destruction of a wagon and its passengers by Indians, knowing Ankrum must have caused it. Ankrum's partner, Douglas Kennedy, sets his thugs to kill Cameron, but they fail, and Cameron goes into the Indian country to find out the reason for the unrest. He learns that Ankrum has broken a trade treaty with the Osages, and returns, again escaping Kennedy's gunmen, to wring a confession from Ankrum and force him to make the treaty good. Kennedy prevents this, however, by killing Ankrum, and Cameron joins with the Indians to run down the escaping Kennedy and his pals in a cross-plains pursuit and mountain battle.

Others in the cast are John Ridgely, William Phipps, Stan Jolley, Dorothy Adams, Francis McDonald, Myron Healey and Lane Bradford.

Running time, 72 minutes. General audience classification. Release date,

"Captive of Billy the Kid"

(Republic)

THE traditional requirements of Westerns are easily met in "Captive of Billy the Kid." Allan (Rocky) Lane heads the cast as the stalwart of law and order, while Penny Edwards holds up the slight feminine role and Grant Withers turns in an accustomed role as the "heavy."

The plot goes on the supposition that when Billy the Kid died he hid his loot and then divided the map of its location among five different people. Miss Edwards' father, who possessed a portion of the map, is suddenly killed, thus bringing Lane into the case. There is the usual amount of shooting, skullduggery and hard riding. It is obvious that the source of the villainy arises from one of the five holders of the map portions, among whom is Miss Edwards.

Lane has quite a job pinning down the villain, who finally turns out to be Withers, presumably a respected citizen. In between there are several close calls for Lane as well as an assortment of murders. The final strategy by which Lane captures Withers and his henchmen is strictly in the Western groove. Harry Keller was associate producer and Fred C. Brannon directed, from a screenplay by M. Coates Webster and Richard Wormser.

Running time, 54 minutes. General audience classification. Release date, Jan. 22.

M. HERBSTMAN

"Scandal Sheet"

(Columbia)

PRODUCER Edward Small and Phil Karlson present in "Scandal Sheet" a mighty suspenseful tale of newspaper men and newspaper women with some rather unique twists, a swiftly moving vehicle about the downfall of a New York newspaper editor of a "scandal sheet" which headlines the very kind of situations as the one which leads to his downfall and ruination.

Broderick Crawford as the ruthless editor turns in a performance to match his role in "The Mob." John Derek and Donna Reed also are on hand to lend marquee strength.

At a lonely hearts ball sponsored by his paper, Crawford meets Rosemary DeCamp, the neurotic wife he abandoned years before. When Miss DeCamp threatens to expose him as a deserter and wife beater, Crawford hits her—inadvertently killing her. Derek, the editor's protege, gets on the story as a good follow-up to the ball, and from there on in, Crawford is forced to sit back and watch while Derek slowly tracks down the killer.

Derek and Miss Reed, the paper's "sob-sister," do nicely as the youngsters caught up in the improbable events, but their elder supporting players really shine. Henry O'Neil turns in a fine bit as an alcoholic old newspaperman whose meddling forces Crawford into a second murder. Miss DeCamp illuminates the brief role of the nagging, shabby wife, giving it real depth.

Crawford performs with the sort of off-hand, blustering power that has become his trade mark. The screenplay, by Ted Sherdeman, Eugene Ling and James Poe moves swiftly with matter-of-fact humor. It is based on the novel, "The Dark Page," by Samuel Fuller. The film is a Motion Picture Investors Production.

Others in the cast are: Henry Morgan, James Millican, Griff Barnett, Jonathan Hale, Pierre Watkin, Ida Moore, Ralph Reed, Luther Crockett, Charles Cane, Jay Adler, Don Beddoe.

Running time, 82 minutes. General audience classification. For February release.

Boys' Club Honors George P. Skouras

George P. Skouras and J. Willard Hayden, principal benefactors of the Boys' Club of Queens were honored at a testimonial dinner at the Hotel Astor here last night.

George P. Skouras

The dinner was for the benefit of the $200,000 Boys' Club of Queens campaign.

Skouras, on behalf of Skouras Theatres Corp., has donated the land for the club, and Hayden, through the Hayden Foundation, has pledged a conditional gift of $500,000 for the erection of the building.

In donating the land, Skouras explained: "The Skouras Theatres in purchasing the land as a gift to the Boys' Club of Queens for the erection of this building did so because it feels that the future and destiny of America is in the hands of the coming generation."

The dinner last night launched a series of fund-raising events.

New Film to RKO Radio

RKO Radio will release "Whispering Smith vs. Scotland Yard" in the domestic territories, Ned E. Depinet, president, announced.

Perkins Wins

(*Continued from page* 1)

York, and Jerry Keyser, foreign publicity director for Warner Brothers International Corp. in New York.

There were 63 finalists in this quarter, with each of the three judges naming 10 in their order of preference. One of the judges chose Midland, Ont., because it is *showmanship at the point of sale,* which makes theatres pay dividends. Baker's contribution is one of several campaigns on "The Day the Earth Stood Still," which figure prominently in this quarter, and will double entries in the 20th Century-Fox $15,000 contest, now under way, with that company's judging due later in the month.

7 Winners

There are seven QP "Scroll of Honor" winners in this quarter, as follows:

Bill Elder, Penn Theatre, Pittsburgh; Al Frank, Retlaw Theatre, Fond du Lac, Wis.; J. P. Harrison, Campus Theatre, Denton, Tex.; William P. Lalor, Myers Theatre, Janesville, Wis.; Dale Lee, Wilma Theatre, Coeur d'Alene, Ida.; Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich.; Matt Saunders, Poli Theatre, Bridgeport.

Keyser, foreign publicity manager for Warner Brothers International Corp., judged the entries from abroad, because there were so many, while the other two judges concentrated on domestic. He picked a campaign from G. C. Dilley, manager of the Ritz in Edgware, England, as the overseas winner.

Towne Defendants Enter New Plea

CHICAGO, Jan. 17.—The defendants in the Towne Theatre case have entered a plea for exemption from payment of $102,000 allegedly due the plaintiffs for the period since April 1950. The defendants also are objecting to payment of legal fees to the plaintiff's attorneys for the same period, contending that these fees are covered by payment of court costs for the period in question.

This plea was entered Wednesday morning and the plaintiffs' attorneys were given 24 hours to reply to the surprise move on the part of the defendants. Arguments pro and con were heard today in Federal District Court here by Judge Walter Labuy, and he is expected to render a decision within the next few days.

Press 'Junket' to 'Bend' Premiere

HOLLYWOOD, Jan. 17. — More than two score newspaper, magazine and trade paper writers, one of the largest contingents in recent years, will journey to Portland, Ore., to cover the world premiere of Universal-International's color by Technicolor production of "Bend of the River" next Tuesday and Wednesday.

The three major wire services and many national magazines will be represented by writers from Los Angeles or New York. Several feature syndicates also will be represented. In addition, West Coast representatives from most major trade papers and some 30 newspapers from key cities throughout the nation will converge on Portland. The Don Lee-Mutual Network will carry a broadcast of the premiere to all affiliated stations in the Northwest with a one minute cut in the middle of the program so that the various stations can tell their listeners where and when the picture will play in their local communities.

Republic

(*Continued from page* 1)

company's Hollywood studios for product discussions with company president Herbert J. Yates. He brought with him to New York a print of John Ford's "The Quiet Man," which was screened for district and branch managers at yesterday's meeting.

The New York sales sessions were attended by Walter L. Titus, Jr., James V. O'Gara, John P. Curtin, Richard G. Yates, and branch managers Jake Flax, I. T. Sweeney, Frank Dervin, Arthur Newman, Norman Silverman, William Murphy, Leon Herman, Jules Livingston, and I. H. Pollard.

The fourth and final session in the current series of sales meetings will be held at the Jung Hotel in New Orleans on Monday and Tuesday.

SMPTE Meet Here Wed.

The Atlantic Coast section of the Society of Motion Picture and Television Engineers, at a meeting in the Museum of Modern Art here Wednesday, will hear from John G. Stott, vice-president of Tri-Art Color Corp.

Happy Flash from The Hollywood Reporter:
(THERE ARE LOADS MORE!)

"ROOM FOR ONE MORE can count off the kind of blessings that mean plenty of boxoffice profit!"

It's Warner Bros.' wonderful next! starring Cary Grant and Betsy Drake

SEE WHY YOU, TOO, CAN MAKE MONEY with

The Pre-Proved Boxoffice Sensation!*

*Launched to terrific business before RKO took it on, by Exhibitor R. J. O'Donnell, of the Interstate Circuit, with outstanding engagements in Dallas, Houston, Ft. Worth, El Paso, Albuquerque, etc.!

HOWARD HILL PRODUCTIONS presents

TEMBO

TRADE SHOWINGS:

ALBANY	Fox Screen. Room 1052 Broadway	Tues. 2/5	2:00 P.M.
BOSTON	RKO Screen. Room 122-28 Arlington St.	Tues. 2/5	10:30 A.M.
BUFFALO	Mo. Pic. Oper. Scr. Room, 498 Pearl St.	Tues. 2/5	2:00 P.M.
CHICAGO	RKO Screen. Room 1300 S. Wabash Ave.	Tues. 2/5	2:00 P.M.
CINCINNATI	RKO Screen. Room 12 East 6th St.	Tues. 2/5	8:00 P.M.
CLEVELAND	Fox Screen. Room 2219 Payne Ave.	Tues. 2/5	2:30 P.M.
DENVER	Para. Screen. Room 2100 Stout St.	Tues. 2/5	2:00 P.M.
DES MOINES	Fox Screen. Room 1300 High St.	Tues. 2/5	1:00 P.M.
DETROIT	Blumenthal's Screen. Room, 2310 Cass Ave.	Tues. 2/5	2:30 P.M.
INDIANAPOLIS	Univ. Screen. Room 517 N. Illinois St.	Tues. 2/5	1:00 P.M.
KANSAS CITY	Para. Screen. Room 1800 Wyandotte St.	Wed. 2/6	10:30 A.M.
LOS ANGELES	RKO Screen. Room 1980 S. Vermont Ave.	Tues. 2/5	2:00 P.M.
MEMPHIS	Fox Screen. Room 151 Vance Ave.	Tues. 2/5	12:15 P.M.
MILWAUKEE	Warner Screen. Rm. 212 W. Wisconsin Ave.	Tues. 2/5	2:00 P.M.
MINNEAPOLIS	Fox Screen. Room 1015 Currie Ave.	Tues. 2/5	1:30 P.M.
NEW HAVEN	Fox Screen. Room 40 Whiting St.	Tues. 2/5	2:00 P.M.
NEW YORK	RKO Screen. Room 630 Ninth Ave.	Tues. 2/5	2:30 P.M.
OMAHA	Fox Screen. Room 1502 Davenport St.	Tues. 2/5	1:00 P.M.
PHILADELPHIA	RKO Screen. Room 250 North 13th St.	Tues. 2/5	2:30 P.M.
PITTSBURGH	RKO Screen. Room 1809-13 Blvd. of Allies	Tues. 2/5	2:30 P.M.
PORTLAND	Star Screen. Room 925 N.W. 19th Ave.	Tues. 2/5	2:30 P.M.
ST. LOUIS	RKO Screen. Room 3143 Olive St.	Tues. 2/5	2:30 P.M.
SALT LAKE CITY	Fox Screen. Room 216 East 1st. St. So.	Tues. 2/5	1:30 P.M.
SAN FRANCISCO	RKO Screen. Room 251 Hyde St.	Tues. 2/5	2:30 P.M.
SEATTLE	Jewel Box Scr. Rm. 2318 Second Ave.	Tues. 2/5	1:30 P.M.
SIOUX FALLS	Hollywood Theatre 212 N. Philips Ave.	Tues. 2/5	9:30 A.M.
WASHINGTON	Film Center Scr. Rm. 932 New Jersey Ave.	Tues. 2/5	2:00 P.M.

Featuring

HOWARD HILL

World's Champion Archer, stalking the jungle armed only with bow and arrow.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 14 NEW YORK, U.S.A., MONDAY, JANUARY 21, 1952 TEN CENTS

Schine Offered Another Year To Divest 25

June '53 Deadline Plan Goes to Court Tomorrow

Taking cognizance of unsettled market conditions that prevailed during the past year, the Department of Justice has agreed to a new plan for divestiture under the Schine decree which will give the circuit an additional year in which to dispose of the remaining 25 theatres it is required to relinquish.

The plan will be presented in U. S. District Court in Buffalo tomorrow as an amendment to the Schine consent decree. Attorneys for the Department of Justice and Schine will be present.

Whereas under the original decree the defendant was required to dispose

(Continued on page 7)

2,000 At Communion Breakfast Here

More than 2,000 Catholics from the motion picture industry attended their second annual Communion breakfast at the Waldorf Astoria Hotel here yesterday morning. The Rev. James M. Keller, head of the Christopher movement, was the principal speaker at the affair, which followed the nine o'clock Mass at St. Patrick's Cathedral.

Citing the Christopher Award, which

(Continued on page 2)

Loew's Decree to Court Here Feb. 6

Washington, Jan. 20.—Feb. 6 has been set as the new date for presenting the proposed Loew's consent decree to the New York statutory court, Justice Department officials said. They added they hoped but were not sure that the decree would be made public early next week, so interested parties could look it over in advance of the hearings. Loew's will get an extension until Feb. 6 of the present Jan. 23 deadline for presenting a specific divorcement plan to the court.

This Time Disney's 'Alice' Is on the Receiving End of A Suit, in Mexico

Mexico City, Jan. 20.—When Walt Disney's "Alice in Wonderland" and Souvaine Selective's French-made "Alice" reached the screens in New York at about the same time, last year, Disney sued to prevent the circulation of the latter "Alice," but lost. Now it is the reverse here.

Exhibition of both versions in this country has been authorized by the First District Court, which rejected an injunction suit brought by José Manuel Chávez, distributor of the French version, to restrain the Ministry of the Interior, chief government department that handles film matters, from registering the American version, so as to allow the French version exclusive exhibition in Mexico.

The court ruled that no one enjoys exclusive exhibition rights to either version, because it is not a question of the original story and its copyright that is involved, but simply a matter of interpretation of the story, which has equal commercial rights. However, the court held that exhibition of the two "Alices" may not be in the same theatre, but always in two different theatres.

NPA Approves 10 Theatres

Washington, Jan. 20.—The National Production Authority approved 10 more theatre construction projects for the first quarter and turned down 14 others.

Late in December, the agency announced approval of 12 theatre building ventures for the January-March period, and denied eight. It issued today's supplementary list for the first quarter, completing action on all pending applications for the quarter.

Even though more theatre projects were turned down today than approved, theatre building still fared better than other types of construction. Today's list contained action on 507 applications of all types, and 372 were

(Continued on page 7)

No Studio Property Loss in Storm

Hollywood, Jan. 20.—Due to lessons learned in the 1938 flood disaster, which swept away substantial portions of Universal, Republic and Warner studio grounds, Hollywood picture plants came safely through this week's greater climatic crisis without property loss or important interruption of shooting schedules.

On the contrary, studio transportation departments, already organized for civil defense, furnished invaluable assistance to city and county forces working around the clock to protect population against the torrent which took an estimated 20 lives in Southern California.

Exhibitors in the Los Angeles area

(Continued on page 7)

Further Cut In Materials

Washington, Jan. 20.—Still smaller allotments of scarce materials will go to industry firms in the second quarter, the National Production Authority revealed.

It said the NPA's motion picture division would get only 7,601 tons of steel to parcel out to theatre equipment manufacturers and other industry firms during the April-June period, compared with 7,999 tons for the current quarter, 8,320 tons for the fourth quarter of 1951 and 8,909 tons for the third quarter last year.

The all-important copper allotment has been cut to 971,000 pounds, compared with 1,206,000 pounds in the current quarter, 1,420,000 pounds in

(Continued on page 7)

No Partmar Voice In UPT-ABC Tieup

Washington, Jan. 20.—The petition by Partmar Corp. and four other exhibitor corporations to intervene in the United Paramount Theatres—American Broadcasting Co. merger was turned down for the second and final time over the week-end by the Federal Communications Commission.

The Commission said that the five companies could appear as witnesses in the proceeding, but their attorney, Russell Hardy, said that if Partmar and the others couldn't appear as intervenors they would not appear at all.

In a dissenting opinion Commissioner Jones declared that Partmar had "established and shown sufficient in-

(Continued on page 7)

MPAA Charts New Program Of Research

Lay Groundwork at Meet in Miami

Washington, Jan. 20.—Top officials of the Motion Picture Association and major member companies have agreed on the importance of rebuilding and re-emphasizing MPAA's research program.

This was a key result of the meeting in Miami last week between MPAA president Eric Johnston and his aides and presidents and vice-presidents of eight major companies.

It was reported that the industry leaders spent much of their time discussing the need for more accurate information on economic trends and markets both in the U. S. and abroad, and agreed on an immediate build-up

(Continued on page 7)

133 Showmen Will Attend 20th Meet

Some 133 exhibitors and circuit representatives have indicated they will attend the 20th Century-Fox merchandising meeting here tomorrow, the company reports.

Additionally, approximately 20 trade press representatives, and 20th-Fox home office and New York exchange executives will be on hand.

The circuits and the number of representatives they will send are: United Paramount Theatres, five; Warner Bros. Theatres, three; Loew's, six; Schine, eight; RKO Theatres, 22; Skouras Theatres, 12;

(Continued on page 7)

PCCITO Becomes Western T.O., Inc.

Portland, Ore., Jan. 20.—Western Theatre Owners, Inc., has been selected as the new name for the Pacific Coast Conference of Independent Theatre Owners by the organization's trustees.

The name change was necessitated by the growth of PCCITO, which now covers the eight Western states. H. V. (Rotus) Harvey, president, has guided the organization since its inception.

RKO Radio in $23-Million Note Cancellation

RKO Radio has cancelled $23,032,693 in three per cent non-cumulative income notes which had been held by the parent company, RKO Pictures, and which recently were gratuitously transferred to the subsidiary.

The transaction, which an RKO Pictures executive described as "pure bookkeeping," resulted in the parent company's having reduced its advances to subsidiary companies in that amount and having added the amount to its investment in capital stocks of subsidiaries.

RKO Pictures still owns $5,967,307 worth of RKO Radio three per cent non-cumulative income notes.

Additionally, RKO Pictures reduced its investment in capital stocks of subsidiaries by $18,267,789, charging that amount to capital surplus, so that the investment amounted to $4,764,905 in light of the RKO Radio transfer transaction.

The subsidiary reduced its three per cent notes payable account by the face amount of the cancelled notes, crediting its capital surplus with a like amount, and its deficit in earned surplus as at Jan. 1, 1952, was charged to capital surplus, with the result that the subsidiary's earned surplus deficit of $23;032,693 was thereby eliminated.

RKO Pictures' capital surplus account was also credited in the amount of $8,098,525, as a result of the elimination of a reserve no longer required against the three per cent notes.

2,000 At Breakfast

(*Continued from page 1*)

will be given this year for the second time to the producer, director and writer of the most important and successful motion picture of the year, according to Christopher purposes, Father Keller emphasized that each individual connected with a motion picture can do a great deal to contribute to the production of entertainment of the highest moral standards, serving thereby the best interests both of the nation and the industry.

Jane Wyatt and Leo McCarey, guests of honor, spoke briefly, and Margaret O'Brien read a prayer originally written for President Roosevelt. Martin Quigley was master of ceremonies. Other guests included Jessica Dragonette, who sang the national anthem; Gene, Kathleen and June Lockhart, Una O'Connor, Roddy McDowell, Robert Alda, Eddie Dowling, Giacinto Prandella and Mary Ann Wagner. Among the clergy present were Right Rev. Richard J. Pigott, pastor of Our Lady of Victory Church, representing His Eminence Francis Cardinal Spellman; Rev. Patrick J. Masterson, executive secretary of the Legion of Decency, and Rev. Thomas F. Little, assistant secretary of the Legion of Decency.

Weisman Services

BALTIMORE, Jan. 20.—Funeral services for Harry Lee Weisman, Sr., 75, will be held here tomorrow with interment in Loudon Park Cemetery.

Personal Mention

S. H. FABIAN will leave here on Thursday for the Coast.

●

MILTON KLEIN, chief auditor for Columbia Pictures, and his wife, announce the birth of a son, MARK STEVEN, at the Jewish Hospital, Brooklyn. This is their third child.

●

JACK GLENN, president of the Screen Directors Guild here, is recovering in Tarrytown Hospital from an attack of pneumonia.

●

OSCAR A. DOOB, general theatre executive for Loew's, will return to New York today from a Palm Beach, Fla., vacation.

●

EDWARD C. DOWDEN, Loew's assistant advertising director, is due back at his office today after an illness of several weeks.

●

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, left New York on Saturday for Atlanta.

●

WILLIAM B. ZOELLNER, head of M-G-M short subject and newsreel sales, is scheduled to return here today from a tour of Eastern exchanges.

●

BERNARD SMITH, Paramount producer, returned to the Coast over the weekend from New York.

●

LEONARD HIRSCH, M-G-M home office sales assistant, is scheduled to return here today from Washington.

●

HERMAN M. LEVY, Theatre Owners of America general counsel, left New York yesterday for Los Angeles.

●

CHARLES DEESEN, M-G-M home office sales assistant, is due back here today from Detroit.

SI SEADLER, M-G-M advertising head, is scheduled to return here today from the Coast.

●

P. T. DANA, Universal Eastern sales manager; CHARLES SIMONELLI, Eastern advertising-publicity manager, and ROBERT UNGERFELD, exploitation representative, are in Detroit to confer on premiere plans for "Steel Town."

●

EDWARD L. HYMAN, United Paramount Theatres vice-president, MAX FELLERMAN, AL SICIGNANO and BERNARD LEVY, also of UPT, are scheduled to return here today from visits to Buffalo and Rochester.

●

JOHN P. BYRNE, Eastern sales manager for M-G-M, will arrive in Boston today for a week's visit with BENN H. ROSENWALD, branch manager.

●

EARL WILLIAMS of the Royal Amusement Co., San Francisco, suffered a broken arm in a home accident.

●

BEN GOETZ, head of M-G-M production in Britain, and PIER ANGELI and her mother left here for London by plane yesterday.

●

WILLIAM PINE, producer, left New York over the weekend for Puerto Rico and Haiti.

●

JAY EISENBERG of M-G-M's home office legal staff left here yesterday by plane for the West Coast.

●

J. J. COHN, M-G-M studio executive, is in New York from the Coast.

●

JOHN GREEN, head of M-G-M's studio music department, is in New York from the Coast.

MGM Sales Meet in Chicago Jan. 28-29

M-G-M will hold a two-day sales conference of divisional sales managers at the Ambassador East Hotel in Chicago, starting Jan. 28, it was announced at the weekend by Charles M. Reagan, sales vice-president. General topics will be discussed with "Quo Vadis" top of the list.

Attending from the home offices will be, in addition to Reagan, Edward M. Saunders, assistant general sales manager; and Henderson M. Richey, exhibitor relations head. From the field will be John P. Byrne, Eastern sales manager; John J. Maloney, Central sales, from Pittsburgh; Rudy Berger, Southern, Washington; Burtus Bishop, Jr., Chicago; John S. Allen, Southwestern, Dallas; George A. Hickey, Western, Los Angeles.

33 in Albany TOA Now

ALBANY, N. Y., Jan. 20.—The recently reactivated Theatre Owners of America unit of Albany now has 33 theatre members, it was reported by Harry Lamont, temporary chairman of the unit. Additional theatres and individual exhibitors are expected to join within the next few weeks, Lamont said.

Schwartz to Coast For Name Attractions

Sol Schwartz, president of RKO Theatres, is leaving for the Coast this week and will negotiate there with the heads of various talent agencies and some of the studio heads with a view to lining up a number of in person attractions for the Palace theatre here.

Schwartz will also visit RKO theatre properties in Chicago, Los Angeles and San Francisco.

Rank Now Milling Head

LONDON, Jan. 20.—J. Arthur Rank has been appointed chairman of Rank's, Ltd., the family's prosperous milling business. He succeeds his brother, J. V. Rank, who died recently. The latter's son, Joseph McArthur Rank, was appointed a director.

Rank said he would continue to be "just as active and interested in films as heretofore" despite his taking over the new responsibilities.

New ADTFC Affiliate

The Associated Film Writers, East Coast screen writer's organization, has affiliated with the Association of Documentary and Television Film Cameramen.

Newsreel Parade

WINSTON CHURCHILL'S address before Congress and the welcome to Captain Carlsen mark current newsreel highlights. Other items include the trial of Frank Costello, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 7—New York hails Captain Carlsen. Churchill speaks to Congress. Korea war films. Blizzard buries passenger train.

NEWS OF THE DAY, No. 241—New York hails Carlsen. Rescue of snowbound train. Spotlight on Kefauver. Costello wins mis-trial. Beauty queens on parade. Churchill speaks.

PARAMOUNT NEWS, No. 44—Captain Carlsen captures New York City. Winston Churchill speaks to Congress. Passengers removed from snowbound train.

TELENEWS DIGEST, No. 3B—Churchill addresses Congress. France honors General de Lattre. Pastor Niemoeller back from Moscow. Snow traps train. Aid for India. Costello freed. Ballet on blades.

UNIVERSAL NEWS, No. 527—Churchill speaks to Congress. Captain Carlsen welcomed home. POW camp in Korea. Train caught in California snow.

WARNER PATHE NEWS, No. 46—Hail Carlsen. Churchill speaks to Congress. Snowbound train rescue. UN POW camp meets Geneva rules. Ratify Schuman plan. Beauty champs.

Must Show Books in Percentage Actions

CINCINNATI, Jan. 20.—Inspection of all theatre books and records has been ordered by U. S. District Court here in four pending percentage actions in which the plaintiffs are Loew's, 20th Century-Fox, Warner Brothers and Universal.

At the same time, the court denied motions by the exhibitor-defendants, one of which would require each plaintiff to choose which defendant is liable, whereas the claims are asserted against all defendants jointly and severally.

The defendants in each action are Samuel, Allen and Louis Levin, Sherwood Theatres, Inc., Stardust Theatres, Inc. and Sky High Theatre, Inc. Theatres involved are the Sherwood Drive-In in Dayton, the Stardust Drive-In and the Ski-Hi Drive-In in Springfield.

Paxton & Seasongood, of Cincinnati, are serving as attorneys for each plaintiff, with Sargoy & Stein of New York of counsel.

Faughan in Price Post

ALBANY, N. Y., Jan. 20.—James P. Faughan, Warner Theatres Upstate contact manager until last July when the post was eliminated, has been appointed district accounting executive in the local Price Stabilization office, at a salary of $8,360 yearly. Faughan had recently been a partner in a sign company which services theatres.

Poli Houses Book ‘Vadis’

M-G-M's "Quo Vadis" will open Jan. 30 at the Poli theatres in New Haven, Springfield and Worcester, Mass.; Feb. 6 at Poli houses in Bridgeport and Hartford, and Feb. 13 at the Poli, Waterbury, the distributor announces.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

See New SSB Pay Pattern

WASHINGTON, Jan. 20.—The Salary Stabilization Board is seen by observers as establishing a policy for the payment of salaries to film talent under which a producer or studio would be permitted to pay out in total salaries each year as much as it paid out in the highest year between 1946 and 1950, plus a flat 10 per cent to reflect the general rise in the nation's economy.

This policy was laid down by the SSB recently for baseball players and observers believe that this may be the general guide to the Board's program for controlling film talent pay.

Salaries of individual players could be raised to any figure, as long as the total of all salaries did not exceed this limit. Higher salaries for some players would have to be made up by lower salaries for others.

A similar policy in the talent field, it is believed, would serve the industry's interests very well, since with the general Hollywood economy policy, studios could stay within the total payrolls of the earlier years without too much difficulty.

The salary board still has under consideration a final policy for talent workers. Board secretary Joseph Cooper has been on the West Coast this week clearing up some further questions with studios and talent guilds and the Board itself may issue a final policy within the next few weeks.

Copper Situation Is 'Critical': Golden

WASHINGTON, Jan. 20.—An urgent appeal to the film industry for support of the Department of Commerce's copper dripping salvage program has come from Nathan D. Golden, director of the motion picture and photographic products division of the National Production Authority, who declares that the situation is "critical."

The copper shortage, according to Golden, is due to the "limited supply of domestic ore, the reduced flow of domestic scrap, and reduced imports of foreign ore—all in the face of growing demands." He says that copper refining and smelting facilities are sufficient to meet current demands and that what is needed is "more basic ore and scrap."

Coast Premiere for WB's 'Trees' Feb. 19

The West Coast premiere for Warner Brothers' color by Technicolor production, "The Big Trees," starring Kirk Douglas, has been set for the Broadway Theatre, Yreka, Cal., where some of the film's action takes place. It opens the following day at the St. Francis theatre in San Francisco and will be followed by approximately 100 saturation playdates in the Northwest area.

FWC Deal with Gamble

SAN FRANCISCO, Jan. 20. — Fox West Coast Theatres has taken over operation of the Tower at Fresno from Gamble and O'Keefe, and at the same time it gave up operation of the Kinema at Fresno to G & O. Frank Arcure, manager of the Kinema, was transferred to the Tower.

Review

"Trail Guide"

(RKO Radio)

TIM HOLT, in the latest of the Western series, takes up the cause of some homeless homesteaders. As usual, Richard Martin is on hand as Holt's sidekick and he provides some of the lighter touches. The film has all the necessary ingredients to meet the demands of its category.

After guiding a wagon train of homesteaders to their destination, Holt and Richard Martin find that the cattlemen of the area dislike the idea of homesteaders taking over their grazing lands and are willing to kill to keep the legal intruders away. Spearheading the cattlemen are young Robert Sherwood and his lovely sister Linda Douglas. Unknown to Miss Douglas, Sherwood hires the local tavern keeper to steal the homesteaders' leases, thereby incurring the wrath of Holt and Martin.

Holt's job is eased somewhat by Sherwood's turning against his cronies when they kill the local sheriff. Sherwood himself is killed by the crooks, whereupon Holt exposes the lawbreakers and gets Miss Douglas to lead a peace movement between cattlemen and homesteaders.

Holt and Martin ride and shoot with their usual ability. Miss Douglas is very pretty and Sherwood a believable good-boy-gone-wrong. Frank Wilcox, as the saloon keeper, is somewhat more suave than most western villains. Herman Schlom produced and Lesley Selander directed from a screenplay by Arthur E. Orloff.

Running time, 60 minutes. General audience classification. Release date, not set.

Brotherhood Week Meeting Wednesday

The industry committee for the National Conference of Christians and Jews has scheduled a luncheon meeting for Wednesday at the Waldorf-Astoria Hotel here to discuss final plans for observance next month of Brotherhood Week.

Reports will be made at the meeting by George Skouras, industry chairman for the 1952 Brotherhood Week observance; Max E. Youngstein and Si Seadler of the advertising-publicity committee, Hank Linet, industry publicity manager; Ned E. Depinet, J. Robert Rubin and others.

Aim for New Booking High for DAV Film

The industry is aiming for a record number of bookings on the latest of the Disabled American Veterans short subjects titled "One Who Came Back." Setting a new high will mean an excess of 16,000 bookings, the figure achieved by both previous DAV films, "How Much Do You Owe?", with James Stewart and Gen. Jonathan M. Wainwright, and "On Stage, Everybody," with Bob Hope.

'Frisco Office for Manhattan Films

HOLLYWOOD, Jan. 20. — With the opening of a San Francisco office, the first step in the 1952 expansion plans of Manhattan Films International, Inc. have been taken, according to Robert I. Kronenberg, president. The firm, said to be the largest distributor of foreign film product on the West Coast, represents 18 different New York releasing companies, handling over 100 films. Kronenberg, before opening offices here, was a partner of Films International of America, a New York releasing firm.

AFL Group Files Claim

HOLLYWOOD, Jan. 20.—The American Federation of Labor Film Council here has filed labor claims against producer Jack Schwarz for personnel engaged in making "Son of the Outlaw" and withheld further service pending payment. The film, produced by John Carpenter, had been financed by Schwarz.

Solons Hear Coyne in Treasury's Bond Bid

WASHINGTON, Jan. 20.—Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, on Friday represented the U. S. Treasury Department at a hearing before the House Appropriations committee on the Treasury's request for an appropriation for defense bond activity for the new fiscal year. He worked here with Treasury officials all last week on preparations for the hearing.

Coyne, who during World War II served as Treasury consultant, addressed the House committee for two hours, outlining new bond promotion plans. He returned to New York at the weekend.

'I Want You' Contest For D.C. Opening

In preparation for the opening in Washington Wednesday of Samuel Goldwyn's "I Want You," at the Keith Theatre, RKO Radio, the producer and the theatre in conjunction with the Washington *Daily News* are sponsoring an "I Want You" contest that will provide a close relative of a serviceman in Western Europe with a free trip to visit the serviceman.

The contest, which requires the applicant to write a letter to the newspaper telling why he would like to visit the serviceman, was started in the paper last week.

Dezel Will Release 15 Rank Films

Albert Dezel has completed a deal with Allied Films Corp. to distribute 15 J. Arthur Rank pictures in his Detroit and Chicago exchanges. First of the films, "Caesar and Cleopatra," opened last week at the Carnegie Theatre in Chicago.

Arcadia Now the Baronet

The Arcadia Theatre on Third Avenue at 59th Street, here, which Walter Reade Theatres acquired last October, was closed last night for remodeling and refurbishing, to reopen early in February as the Baronet, it was announced by Walter Reade. The Baronet will have a first-run "selected film" policy.

New Set-up For 'Voice'

WASHINGTON, Jan. 20.—The State Department has announced a new administrative set-up for its overseas information program, designed to step up the activities of the film and other divisions in the "Voice" program.

The information program and the educational exchange program were put in a separate International Information Administration, to be headed by Dr. Wilson Compton, former president of Washington State College. Dr. Compton, who will have the title of IIA administrator, will report directly to the Secretary of State. The Assistant Secretary of State for public affairs, who hitherto has headed the set-up, will be freed of all administrative duties and will act as the Secretary's policy adviser on informational activities, while IIA is the executive agency.

Edward W. Barrett is expected to resign this latter post shortly, and a successor is to be named by the White House soon after.

Purpose of the change, Department officials state, is to "raise the status of the whole program and all personnel." However, the International Motion Picture Division will function much as it did before, carrying on the same duties in the same manner.

Souvaine-Apex Films In Two-Way Deal

Souvaine Selective Pictures and the recently-formed Sydney Box producing and distributing organization of England, Apex Film Distributors, Ltd., have arranged a two-day distribution deal, it was disclosed here by Charles M. Amory, Souvaine general sales manager.

Under the deal Souvaine will handle the distribution of Apex pictures in the United States, and Apex will release certain Souvaine pictures in Great Britain. Lou Bunin's "Alice in Wonderland" is the Apex initial release for England, and Souvaine begins distribution in the U. S. next month of the latest Sydney Box feature, "Mr. Lord Says 'No'!"

Approve Bldg. Code Advisory Committee

ALBANY, N. Y., Jan. 20.—A suggestion by John Coggeshall, of the State Labor Department's code division, that a permanent advisory committee of motion picture operators, engineers and union employees be named to make a continuing study of the Code for places of public assembly has met the approval of Commissioner George S. Raymond of the Board of Standards and Appeals. Raymond presided at hearings yesterday and Dec. 13 on proposed changes.

Cinema Case Drags

DENVER, Jan. 20.—Cinema Amusements' case against RKO, M-G-M and 20th Century-Fox for $1,000,000 trebled damages will drag into its third week today with only two witnesses heard, including Harris Wolfberg, Cinema president, and Sidney Samuelson, Eastern Pa. Allied head. Latter testified as to the desirability of Denver first-run theatres. Wolfberg testified as to his efforts to get first-run product for Cinema's Broadway here.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Dec. 16	(Dec. Releases) TEN TALL MEN (Color) Burt Lancaster D—97 min. (Rev. 10/25/51)	TALES OF ROBIN HOOD Robert Clarke Mary Hatcher D—59 min. (5008)			(Dec. Releases)	STORMBOUND Constance Dowling Andrea Checchi D—60 min. (5402)	(Dec. Releases)	(Dec. Releases) THE GIRL ON THE BRIDGE Hugo Haas Beverly Michaels D—77 min. (Rev. 12/10/51)		(Dec. Releases)	(Re-release) CAPTAIN BLOOD Errol Flynn Olivia de Havilland D—98 min. (110) (Rev. 12/19/35)
Dec. 23	THE FAMILY SECRET John Derek Lee J. Cobb D—85 min. (Rev. 10/19/51)		CALLAWAY WENT THATAWAY Howard Keel Dorothy McGuire CD—81 min. (Rev. 11/15/51)		SILVER CITY (Color) Yvonne De Carlo Edmond O'Brien O—90 min. (5112) (Rev. 10/2/51) MY FAVORITE SPY Bob Hope Hedy Lamarr C—93 min. (5110) (Rev. 10/5/51)		DOUBLE DYNAMITE Groucho Marx Jane Russell C—80 min. (214) (Rev. 11/9/51) OVERLAND TELEGRAPH Tim Holt O—60 min. (216) (Rev. 12/10/51)	FIXED BAYONETS Richard Basehart Michael O'Shea D—92 min. (Rev. 11/21/51)		THE STRANGE DOOR Charles Leughton Boris Karloff D—81 min. (204) (Rev. 11/19/51)	
Dec. 30	MAN IN THE SADDLE (Color) Randolph Scott Joan Leslie O—87 min. (Rev. 11/15/51) PURPLE HEART DIARY Frances Langford Judd Holdren MD—73 min. (Rev. 11/19/51)		IT'S A BIG COUNTRY Ethel Barrymore Van Johnson D—89 min. (Rev. 11/20/51)	STAGE TO BLUE RIVER Whip Wilson O—56 min. (5156)				ELOPEMENT Clifton Webb Anne Francis C—82 min. (Rev. 11/9/51) I'LL NEVER FORGET YOU (Color) Tyrone Power Ann Blyth D—90 min. (Rev. 12/7/51)	(Ross-Stillman) THE LADY SAYS NO David Niven Joan Caulfield C—80 min. (Rev. 11/23/51)	WEEK-END WITH FATHER Van Heflin Patricia Neal C—83 min. (206) (Rev. 11/23/51)	DISTANT DRUMS (Color) Gary Cooper OD—101 min. (111) (Rev. 11/29/51)
Jan. 6	PECOS RIVER Charles Starrett Smiley Burnette O—55 min. (Rev. 11/30/51)	FOR MEN ONLY Paul Henreid Margaret Field D—93 min. (5102)	WESTWARD THE WOMEN Robert Taylor Denise Darcel O—118 min. (Rev. 11/19/51)	THE STEEL FIST Roddy McDowall Kristine Miller D—73 min. (5217)			(Jan. Releases) ON DANGEROUS GROUND Ida Lupino D—62 min. (215) (Rev. 11/30/51)	(Jan. Releases)	(Justman) CHICAGO CALLING Dan Duryea Mary Anderson D—74 min. (Rev. 12/10/51)	(Jan. Releases)	
Jan. 13	(Jan. Releases) BOOTS MALONE William Holden Johnny Stewart D—103 min. (Rev. 12/28/51)		PANDORA AND THE FLYING DUTCHMAN (Color) James Mason Ava Gardner D—123 min. (Rev. 10/11/51)	TEXAS CITY Johnny Mack Brown O—54 min (5241)	(Jan. Release)	WOMAN IN THE DARK Penny Edwards Ross Elliott D—60 min. (5131)	(Goldwyn) I WANT YOU Dana Andrews Dorothy McGuire D—102 min. (251) (Rev. 11/1/51)	THE MODEL AND THE MARRIAGE BROKER Jeanne Crain Scott Brady CD—103 min. (Rev. 11/27/51)	(Dougfair Prods.) ANOTHER MAN'S POISON Bette Davis Gary Merrill D—89 min. Rev. 12/27/51)	FLAME OF ARABY (Color) Maureen O'Hara Jeff Chandler D—77½ min. (207) (Rev. 11/26/51) BRIGHT VICTORY Arthur Kennedy Peggy Dow D—97 min. (208) (Rev. 7/20/51)	I'LL SEE YOU IN MY DREAMS Doris Day Danny Thomas MD—110 min. (112) (Rev. 12/6/51)
Jan. 20	INDIAN UPRISING (Color) George Montgomery O—75 min. (Rev. 1/3/52) STORM OVER TIBET Diana Douglas Rex Reason D—87 min. (Rev. 12/26/51)	MAN BAIT George Brent Marguerite Chapman D (5103)	THE SELLOUT Walter Pidgeon John Hodiak D—83 min. (Rev. 12/17/51)	ALADDIN AND HIS LAMP (Color) Patricia Medina John Sands D—66½ min (5299)	HONG KONG (Color) Ronald Reagan Rhonda Fleming D—91 min. (5109) (Rev. 11/15/51)	CAPTIVE OF BILLY THE KID Alan "Rocky" Lane O—54 min. (5064) (Rev. 1/18/52)	TEMBO (Color) Howard Hill (Semi-Documentary) 80 min. (Rev. 12/18/51)	DECISION BEFORE DAWN Richard Basehart Gary Merrill D—119 min. (Rev. 12/19/51)		FINDERS KEEPERS Tom Ewell Julia Adams C—74 min. (211) (Rev. 12/14/51)	
Jan. 27	THE OLD WEST Gene Autry O—61 min. (Rev. 1/11/52) SMOKY CANYON Charles Starrett Smiley Burnette O		INVITATION Dorothy McGuire Louis Calhern D			LADY POSSESSED James Mason June Havoc D—87 min. (5104)	A GIRL IN EVERY PORT Groucho Marx William Bendix C—86 min. (Rev. 12/27/51)	(Bernhard Prods.) JAPANESE WAR BRIDE Shirley Yamaguchi D—91 min. (Rev. 1/7/52)	CLOUDBURST Robert Preston D—83 min.	THE CIMARRON KID (Color) Audie Murphy Beverly Tyler O—84 min. (213) (Rev. 12/14/51)	ROOM FOR ONE MORE Cary Grant Betsy Drake CD-98 min. (113) (Rev. 1/10/52)
Feb. 3	(Feb. Releases)	(Special Engagements) NAVAJO All Indian cast (5104)	LONE STAR Clark Gable Ava Gardner D—94 min. (Rev. 12/20/51)	NIGHT RAIDERS Whip Wilson O—52 min. (5251)		COLORADO SUNDOWN Rex Allen Mary Ellen Kay O—67 min. (5141)	(Feb. Releases) (Re-Release) HUNCHBACK OF NOTRE DAME Charles Laughton Maureen O'Hara D—117 min. (Rev. 12/15/39)	(Feb. Releases)	(Jack Schwarz) BUFFALO BILL IN TOMAHAWK TERRITORY Clayton Moore O—66 min.		
Feb. 10	DEATH OF A SALESMAN Fredric March D—111 min. (Rev. 12/10/51) THE HAREM GIRL Joan Davis C—70 min. (Rev. 1/18/52)	STRONGHOLD Veronica Lake Zachary Scott D (5107)	SHADOW IN THE SKY Ralph Meeker James Whitmore D—78 min. (Rev. 12/18/51)	FORT OSAGE (Color) Rod Cameron O-72 min. (5102) (Rev. 1/18/52)	(Feb. Releases) SAILOR BEWARE Dean Martin Jerry Lewis C—104 min. (5114) (Rev. 11/29/51)		(Re-Release) CAT PEOPLE Simone Simon Kent Smith D—73 min (Rev. 11/16/42) THE LAS VEGAS STORY Jane Russell Victor Mature D—88-min. (Rev. 1/3/52)	DAVID AND BATHSHEBA (Color) Gregory Peck Susan Hayward D—116 min. (Rev. 8/15/51)	(Jean Renoir) THE RIVER (Color) Tom Breen Radha D—99 min. (Rev. 9/7/51)	(Feb. Releases) BEND OF THE RIVER (Color) James Stewart Arthur Kennedy OD—91 min. (212)	THIS WOMAN IS DANGEROUS Joan Crawford Dennis Morgan D—100 min. (114)
Feb. 17	HAWK OF WILD RIVER Charles Starrett Smiley Burnette O (Reissue) KONGA, THE WILD STALLION O		BELLE OF NEW YORK (Color) Vera Ellen Fred Astaire M—82 min.		FLAMING FEATHER (Color) Sterling Hayden Barbara Rush O—77 min. (5118) (Rev. 12/14/51)	HOODLUM EMPIRE Brian Donlevy Claire Trevor D	AT SWORD'S POINT (Color) Cornel Wilde Maureen O'Hara D—81 min.	PHONE CALL FROM A STRANGER Bette Davis Shelley Winters D—96 min. (Rev. 1/8/52) RED SKIES OF MONTANA (Color) Richard Widmark Constance Smith O—98 min.	(Bogeaus) ONE BIG AFFAIR Evelyn Keyes Dennis D'Keefe C—80 min.	MEET DANNY WILSON Frank Sinatra Shelley Winters CM—88 min. (Rev. 1/11/52) HERE COME THE NELSONS Ozzie & Harriet Nelson CD—76 min. (Rev. 1/18/52)	
Feb. 24	THE FIRST TIME Robert Cummings Barbara Hale C—89 min.			WACO Wild Bill Elliott O—73 min. (5224)			(Re-Release) SNOW WHITE AND THE SEVEN DWARFS (Color) Walt Disney animated cartoon 83 min. (Rev. 12/23/37)		Benagoss Prods.) THE GREEN GLOVE Glenn Ford Geraldine Brooks D—88 min.		RETREAT, HELL! Richard Carlson Frank Lovejoy D (115)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

NPA Approves

(*Continued from page 1*)

turned down—better than ·73 per cent, compared with 58 per cent for theatres alone.

NPA officials have predicted that building controls will get tighter as the year goes on and that there'll be practically no new starts of theatres or other types of commercial construction for the rest of the year.

Of the 10 projects approved today, NPA said two were exempt from its construction controls, seven were okay because the builders already had the materials on hand and would not need government help and that one merited a government allotment of materials.

This latter case was a $35,000 theatre for Wesley Bolen, Quinter, Kans. The two projects ruled exempt were a $10,500 drive-in proposed by M. F. Weaver of Ruckersville, Va., and a $47,000 theatre to be built by August Aubert, Jr., Cornell, Washington.

The seven projects which already had materials lined up were these: a $38,000 drive-in to be built by the Fifth Avenue Bay Shore Drive-In-Theatre, Inc., Brentwood-Islip, Long Island, N. Y.; a $15,000 drive-in to be built by Page Theatres, Inc., Luray, Va.; a $29,750 theatre for Floyd Theatres, Haines City, Fla.; a $26,900 drive-in for Muscoda Theatre, Richland Center, Wisc. (The NPA reversed an earlier denial in this case); a proposal by Paul D. Neal, Higginsville, Mo., to relocate a theatre at an undisclosed cost; a $55,000 drive-in for Bullington-Lee and McMahon Theatre Co., Wichita Falls, Tex.; and a $62,000 theatre for J. Howard Hodge, Midland, Tex.

Largest of the 14 projects denied was a proposed $240,000 theatre of the Minnesota Amusement Co. at Minot, N. D. Others were: a $38,515 remodeling job for a theatre owned by Vincent Avellino, Runnemede, N. J.; a $22,000 drive-in, Ryan Brothers, Painted Post, N. Y.; a $45,000 drive-in, Crystal Park, Cumberland, Md.; a $15,000 drive-in, Page Theatre, Inc., Luray, Va.; a $43,500 theatre and barber shop, Ellis Clark, Pennington Gap, Va.; a $45,128 theatre, Birmingham Theatre Operating Co., Birmingham, Ala.; a $12,700 drive-in, W. E. Hammer, Tampa, Fla.; a $15,000 drive-in, Oscar C. Johnson, Carter Lake, Ia.; a $25,000 drive-in, J. V. Carter, Jr., Comanche, Tex.; a drive-in, cost not given, Roland Duus, Coleman, Tex.; a $16,845 stores and theatre project, McMahon and Ford, Sacramento, Calif.; a $28,500 theatre, A. Bautista, Gonzales, Calif.; and a $16,500 drive-in for Brevard Theatres, in Eau Fallie, Fla.

Further Cuts

(*Continued from page 1*)

the last quarter of last year, and 1,862,000 pounds in the preceding quarter.

The aluminum allotment, which was as high as 3,750,000 pounds in the fourth quarter of 1951 and 3,200,000 pounds in the current quarter, will be down to 2,710,000 pounds in the second quarter, NPA said.

UA Gets Gottlieb Film

"The Fighter," Alex Gottlieb's production of the Jack London story, starring Richard Conte, Lee J. Cobb and Vanessa Brown, has been acquired by United Artists for release this year, UA president Arthur B. Krim states.

Review

"Latuko"

(*Producers Representatives—Edward M. Queeny*) *Hollywood, Jan. 20.*

THIS documentary in color was filmed in the course of an African expedition sponsored by the American Museum of Natural History, for the purposes of that organization, and was not designed for theatrical exhibition but is now being offered to exhibitors. It is not a proper picture for exhibition to a general audience, whatever may be its usefulness in the formal field of natural history study, for the reason that the male members of the African tribe dealt with wear no loin cloths or other apparel of any kind and are shown completely naked throughout the 56 minutes of the film. Due to this uncorrectible violation of the Motion Picture Production Code, the picture was rejected by the Code Administration when submitted in October of 1951 and is offered now without the Code seal of approval.

Apart from the sheer and complete revealment of the figures of the male natives, including genitals, the picture differs from other jungle-life pictures mainly in the gory detailing of such customs as the test-of-manhood ceremony, in which an adolescent youth is required to draw a stream of blood from a live cow's punctured neck artery into a large gourd and drink it down, while another which requires the gouging out of each child's two lower front teeth with a knife while his elders hold him fast. Other sequences, showing a hunt, a rain-making festivity, various tribal dances and procedures, are on a par with similar ones in other African-exploration films.

The picture was made by Edgard M. Queeny, chairman of the board of the Monsanto Chemical Co., St. Louis, who is also a trustee of the American Museum of Natural History, and his representatives say his profits from its theatrical exhibition will be turned over to the Museum.

Running time, 56 minutes. Adult classification. January release.

WILLIAM R. WEAVER

Schine Offered

(*Continued from page 1*)

of all of certain theatres by June 30 of this year, the deadline now would be June 24, 1953.

Twenty-five theatres remain to be divested and the new plan sets up a timetable under which one-third of these would be sold by next June 24, another one-third by Dec. 24, and the final one-third by June 24, 1953.

Apart from providing new divestiture deadlines, the proposed amendment seals a number of "loop-holes" which the government contended existed in the original decree with respect to playing policies of a number of the theatres, it is understood. It is further understood that the changes effected in this connection include the identification as second-run of some theatres which heretofore operated as first-runs.

Under the original Schine decree approximately a dozen of some 37 theatres had to be divested between June 30, 1949, and June 30, 1950. The circuit succeeded in more than meeting that requirement. However, during the following year, June, 1950, to June, 1951, Schine failed to dispose of the seven stipulated, with the result that a series of deadline postponements ensued. The final deadline was last Dec. 17, since which time the divestiture problem has hung in abeyance pending a new agreement between Schine and government attorneys on the new plan.

No Property Loss

(*Continued from page 1*)

benefited likewise from 1938 experience, with no theatres sustaining damage beyond minor breakage due to the pressure of water mains. Theatres continued to operate nightly as trade factor, although attendance reached a probable all time low.

Merritt, Kennedy Own 5

ATLANTA, Jan. 20.—Frank Merritt and R. M. Kennedy, who now own the five downtown theatres in Birmingham, Ala., have formed a new company, Acme Theatre Corp. The five houses are the Strand, Empire, Melba, Lyric and Royal.

No Partmar Voice

(*Continued from page 1*)

terest" to authorize its intervention. "In view of the importance of the subject matter and the great public interest involved," he said, the Commission should exercise "great liberality" in allowing the intervention of parties which had "prior actual experience with the parties requesting Commission approval for the proposed merger."

Paramount-Du Mont Hearing

At the same time, over the weekend, the fourth day of the Commission's hearing on the Paramount-DuMont phase of the merger question limped along before FCC hearing examiner Leo Resnick. Four employees for Allen B. DuMont Laboratories, Inc., described the DuMont network's programming. Much of the testimony centered on the "block-booking" of feature films, with DuMont network manager Chris Witting describing the high cost of purchasing feature films for use on television stations.

Other DuMont Company witnesses were chief engineer Thomas T. Goldsmith who finished his testimony today; James Caddigan, network director of programming and production; and Walter Compton, general manager of WTTG, DuMont's Washington station.

The current phase of the hearing is expected to begin again Monday with Paul Raibourn, vice-president of Paramount Pictures, and treasurer of the DuMont company testifying on Tuesday.

Big U-I Ad Campaign Scheduled for 'Bend'

The most extensive national advertising campaign of any Universal-International picture since "The Egg and I" will be given "Bend of the River," Technicolor production starring James Stewart, according to David A. Lipton, vice-president in charge of advertising-publicity.

A large contingent of U-I executives, stars and press correspondents will leave Hollywood tomorrow by plane to attend the world premiere of "Bend of the River" in Portland, Ore., Wednesday.

MPAA Charts

(*Continued from page 1*)

in the research program. This program has been in the shadow since Robert W. Chambers left MPAA some two years ago.

It is significant that the decision of the company and MPAA toppers coincides with the arrival at MPAA of Griffith Johnson, who has been a leading government economist. He reports in at MPAA for the first time tomorrow to be economic adviser to Johnston and to head the research staff. Johnson's main job initially will be to build up the strength of the research program.

Foreign Problems Discussed

The Miami meetings also discussed a wide range of foreign problems and also domestic box-office problems, but there were no conclusions on these points other than the one of emphasizing research, according to MPAA officials.

Johnston told the company presidents, it was learned, that his projected South American trip has been indefinitely postponed. He may still make the trip, Johnston said, but "the date isn't in sight."

Johnston, it is reported, felt that the Miami meetings were a continuation of the series he and his aides have been having with company officials in New York, getting company suggestions for improving MPAA service to them.

Met at Schenck Home

Johnston and his aides met with all the company officials at one session Wednesday afternoon at the Miami home of Nicholas Schenck, Loew's president, and then met later Wednesday and on Thursday with individual company officials. Attending the sessions, in addition to Schenck, were: Barney Balaban, Paramount Pictures president; Spyros P. Skouras, 20th Century-Fox president; Ned E. Depinet, RKO Pictures president; John J. O'Connor, Universal vice-president; Jack Cohn, Columbia vice-president; Theodore Black, Republic vice-president; and Sam Schneider, vice-president of Warner Brothers.

Accompanying Johnston were MPAA vice-president Joyce O'Hara and counsel Sidney Schreiber.

133 Showmen

(*Continued from page 1*)

Shea, three; Randforce, three; Century, six; Fabian, 10; Prudential, four; Brandt, seven; Walter Reade, 10; Raymond, four; Cinema Circuit, two; Snaper, one; Interboro, 10; Independent Theatre Service of N. J., one; J. J. Theatres, 10; Famous Players Canadian, two; St. Cloud Amusement, one.

Also present will be managing director David Katz of the Roxy Theatre here and Isabelle Austin, publicity director of the theatre, in addition to Morris Mechanic, owner and operator of the New Theatre, Baltimore.

WANTED, motion pictures to be edited into short subjects for non-theatrical use. Good comedies, adventure, wild animal, science fiction or dramatic stories in feature or short subject length. Negatives or fine grains desired. Write Box 500, Motion Picture Daily, 1270 Sixth Avenue, New York 20, N. Y.

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PORTLAND, ORE. . . . BROADWAY

WASHINGTON . . . AMBASSADOR & WARNER
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RICHMOND . . . COLONIAL
BOSTON . . . BEACON HILL

PHILADELPHIA . . . MASTBAUM
BALTIMORE . . . TOWNE
SPRINGFIELD, MASS. . . . CAPITOL
DENVER . . . DENHAM

ST. LOUIS . . . LOEW'S STATE
SYRACUSE . . . ASTOR
CLEVELAND . . . HIPPODROME
HARTFORD . . . STRAND

DETROIT . . . PALMS STATE
OMAHA . . . PARAMOUNT
MEMPHIS . . . LOEW'S STATE
HARRISBURG . . . LOEW'S REGENT

MILWAUKEE . . . WISCONSIN
LOUISVILLE . . . KENTUCKY
ROCHESTER . . . LOEW'S
ALBANY . . . STRAND

BUFFALO . . . CENTURY
NASHVILLE . . . LOEW'S VENDOME
ST. PAUL . . . PARAMOUNT
DULUTH . . . NORSHOR

MINNEAPOLIS . . . RADIO CITY

Bette
Davis
first
lady
of the
screen...

..... and
Gary
Merrill
kindle dramatic
fire . . . in their
first motion
picture since
the Academy
Award winning
"All About Eve"!

Emlyn
Williams

"ANOTHER MAN'S POISON"

Douglas Fairbanks, Jr. and Daniel M. Angel present Bette Davis
Gary Merrill • Emlyn Williams in "Another Man's Poison"
also starring Anthony Steel (by permission of J. Arthur Rank Productions, Ltd.)
with Barbara Murray • Reginald Beckwith • Edna Morris • Screenplay by Val Guest
From the play, "Deadlock," by Leslie Sands • Produced by Daniel M. Angel
Directed by Irving Rapper

HOUSTON . . . LOEW'S STATE
INDIANAPOLIS . . . CIRCLE
COLUMBUS . . . R.K.O. GRAND
KANSAS CITY . . . R.K.O. MISSOURI

SEATTLE . . . ORPHEUM
LONDON, ONT. . . . LOEW'S
TORONTO . . . NORTOWN & UNIVERSITY

SALT LAKE CITY . . . CENTER
AKRON . . . LOEW'S
CANTON . . . LOEW'S
READING . . . LOEW'S COLONIAL

TOLEDO . . . LOEW'S VALENTINE
WILMINGTON . . . LOEW'S ALDINE
DES MOINES . . . PARAMOUNT
OKLAHOMA CITY . . . CENTER

NORFOLK . . . LOEW'S STATE
SPRINGFIELD, ILL. . . . SENATE
JACKSONVILLE . . . ST. JOHN
FT. WAYNE . . . CLYDE

PROVIDENCE . . . MAJESTIC
MIAMI . . . CARIB, MIRACLE & MIAMI
WATERBURY . . . LOEW'S POLI
NORWICH . . . LOEW'S POLI

CINCINNATI . . . R.K.O. PALACE
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 15 NEW YORK, U. S. A., TUESDAY, JANUARY 22, 1952 TEN CENTS

Tradewise...

By Sherwin Kane

NEW examples of the irresponsible journalism of which some newspaper columnists are guilty in circulating unfounded rumors about the industry and its people were provided in New York last week.

On Tuesday, Danton Walker in his *Daily News* "Broadway" column, glibly reported the following: "Hollywood buzz is that Spyros Skouras will take over as chairman of the board at 20th Century-Fox, relinquishing the presidency to Al Lichtman, now veepee."

If the item is newsworthy at all, then to any responsible newspaper man it is worth checking, not only to determine the facts, if any, but to obtain the story. No real reporter accepts a rumor, i.e., a "Hollywood buzz," as a news story without attempting to verify it.

The facts are, of course, that Skouras and Lichtman are not changing jobs, nor are they involved in any executive title changes whatever. Nor is it even correct that Lichtman is "now veepee" of 20th Century-Fox. He is director of distribution and continues with that title.

•

On Friday, Walter Winchell made this flat statement in the *Daily Mirror*: " 'The Desert Fox,' (the controversial movie about Rommel) is being quietly withdrawn until the heat subsides."

The logical executives and 20th-Fox spokesmen with whom even a cub reporter might be expected to check such a report assert that they were not given an opportunity to deny it prior to publication.

There is, in fact, no more basis for that report than for the erroneous gossip circulated by Walker. That could have been determined in advance of publication by a phone call requiring a matter of seconds, and would have been had a real reporter instead of a gossip columnist been involved.

Film companies and their executives are subjected to this type of irresponsible journalism more than any other single industry or group of individuals. It is time the publishers concerned demanded the same journalistic workmanship of their by-line columnists that they do of their beginning reporters.

Until they do, reader confidence in their publications will continue to be seriously shaken.

Industry Asks NPA to Okay Color for TV

WASHINGTON, Jan. 21.—The Motion Picture Association of America, the Theatre Owners of America and the National Exhibitors Theatre Television Committee today asked the National Production Authority to rule that its color television ban did not extend to theatre color TV equipment.

In a letter to NPA administrator Henry H. Fowler, the three organizations argued that relatively small amounts of critical materials would be used in large-screen color TV and that NPA had never intended to include this in its order No. M-90, banning color television.

Pointing out that the three organizations had taken a leading role in developing a nationwide theatre TV

(*Continued on page 5*)

Griffis Resigns as U.S. Envoy to Spain

WASHINGTON, Jan. 21.—President Truman today reluctantly accepted the resignation of Stanton Griffis, chairman of Paramount Pictures' executive committee, as U. S. Ambassador to Spain.

The exact date on which the resignation is to be effective is to be fixed later, the White House said.

In a resignation letter Griffis said

(*Continued on page 4*)

Profits of Schine Theatres Test of 'Reasonable' Offer

WASHINGTON, Jan. 21.—A provision in the proposed theatre divestiture amendment to the Schine Circuit consent decree adds the profits of a theatre since June 24, 1951, to the purchase offer of a prospective buyer as a test of the reasonableness of an offer for any of the remaining 25 theatres which Schine must divest prior to June, 1953.

A hearing on the decree amendments is scheduled for tomorrow in Buffalo Federal Court. Further, after entry of the order, Schine must notify the public and real estate brokers that "no reasonable offer" for a theatre will be refused. Schine's failure to meet the divestiture schedule last year prompted the decree amendments.

Justice officials admitted that the in-

(*Continued on page 4*)

20th-Fox Seminar Held Here Today

The special exhibition merchandising meeting and seminar called by 20th Century-Fox to outline the company's product plan for 1952 will be held today in the company's home office. Attending will be representatives of nearly 3,000 theatres throughout the country.

Opening the meeting will be Al Lichtman, director of distribution, who will detail the pictures scheduled through next December.

Following Lichtman, vice-president

(*Continued on page 4*)

U.S. Sees Better Theatre Take; Boosts Tax Estimate

WASHINGTON, Jan. 21. — The Treasury Department expects motion picture theatres and other general admission operations to do more business in the 12 months starting July 1.

President Truman's budget message, submitted to Congress today, estimates that $366,000,000 will be collected from general admission taxes in 1952-53. For the current fiscal year, ending June 30, it expects collections of $357,000,000. These figures compare with actual collections of $346,491,715 in the 12 months ended last June 30.

The message repeated predictions that the Federal Communications

(*Continued on page 5*)

Film Bookers Club Officers Installed

The New York Motion Picture Bookers Club installation dinner and dance was held here last night at the Tavern on the Green, with Al Schwalberg, president of Paramount Film Distributing Corp., acting as the toastmaster.

Among the officers installed were Lou Wolff, president; Bernard Myerson, vice-president; Lou Solkoff, vice-president; Myron Starr, treasurer; Shirley Sussman, financial secretary; Shirley Chester, recording secretary; Ben Levine, sergeant-at-arms; Morton Lightstone and Kitty Flynn, trustees.

Companies Set New Two-Year Pact with AFM

Grants 15% Pay Rise, Subject to SSB Okay

MIAMI BEACH, Jan. 21.—The American Federation of Musicians won a 15 per cent wage hike for studio musicians in a series of meetings here last week between James C. Petrillo's executive board and heads of eight major film companies.

Nine other "fringe" proposals submitted by the union were accepted by the companies. An additional pair of proposals were voted down, but the contract negotiations ended on a happy note.

"I think it is a very equitable agreement between the companies and the union," said Nicholas M. Schenck, Loew's president, spokesman for the film group. "On both sides, it was

(*Continued on page 4*)

'Greatest Show' at Hall Paces B'way Runs with $150,000

"The Greatest Show on Earth" at Radio City Music Hall paced New York first-run grosses this week, with a robust $150,000 forecast for the second week of the Cecil B. DeMille Paramount production. Second week business is expected to top the opening seven days by $5,000.

Aided by the current Regents week for high school students, healthy box-office receipts are also seen for the Paramount. There, a very good $84,000 is estimated for the first week of

(*Continued on page 4*)

New Briskin Option ToColumbiaHolders

An option for an additional 5,125 shares of Columbia Pictures Corp. common stock to producer Irving Briskin is one of the matters which will be voted on at a stockholders' meeting here on Feb. 20.

In addition, stockholders will vote on a new board of directors. Left off management's list of nominees is L. Rosenteil. Those nominated include: Harry Cohn, Jack Cohn, A. Schneider, Leo M. Blancke, N. B. Spingold, A.

(*Continued on page 5*)

NEWS in Brief . . .

Dick Pitts, executive assistant to Gael Sullivan, executive director of the Theatre Owners of America, will leave here tomorrow for Atlanta where he will attend TOA's second regional trade practice grievance meeting on Thursday.

With Mitchell Wolfson, TOA president, Sullivan and other national TOA leaders scheduled to be in Los Angeles this week to prepare for the forthcoming organization board meeting there, Pitts will be the sole representative of TOA headquarters at the Atlanta meeting. E. D. Martin, Atlanta regional chairman, will report grievances to the TOA executives at the board meeting next week.

•

PITTSBURGH, Jan. 21.—Vice-President Alben W. Barkley and Supreme Court Justice Tom Clark were the principal speakers at the annual banquet of Variety Clubs International Tent No. 1 in the William Penn Hotel here last night. John Harris also spoke. Rosey Rowswell presented Leon Falk with the club's third annual "Humanitarian Award."

•

LONDON, Jan. 21.—RKO Radio will handle American and Canadian distribution of "Whispering Smith Hits London," first under a joint production deal between Exclusive Films and Julian Lesser. RKO Radio will release it as "Whispering Smith Vs. Scotland Yard."

RKO Radio also will distribute the David Rose-Coronado production, "Saturday Island," starring Linda Darnell, made here.

•

DETROIT, Jan. 21.—A meeting of the board of directors of Allied Theatres of Michigan has been set for Feb. 13. Allen Johnson, the organization's delegate to the national Allied board meeting in Washington, Feb. 4-6, will make a report to the local directors.

•

PORTLAND, Ore., Jan. 21.—Charging that major distributors are handling bidding in "an unfair, evasive and discriminatory manner," the trustees of Western Theatre Owners (formerly PCCITO) have passed a resolution calling for sealed bids to be opened on a given date and time in the presence of the interested parties.

•

HOLLYWOOD, Jan. 21.—A KTTV telecast covering the opening of Republic's "Wild Blue Yonder" at the Ritz Theatre here Thursday evening will be picked up on big screen TV at the Orpheum, where the pictures opens simultaneously. It is believed to be the first instance of this.

Can. Communion B'fast

TORONTO, Jan. 21.—The first Communion breakfast for Roman Catholics of the Toronto film industry brought an attendance of 250 persons at the Royal York Hotel here following the Mass at St. Michael's Cathedral, the celebrant of which was Rev. G. J. Cherrier, chaplain of the Toronto Variety Tent No. 28.

Personal Mention

WILLIAM A. WHITE, Skouras Theatres vice-president, and MRS. WHITE, have left here for Palm Beach.

•

B. G. KRANZE, executive assistant to United Artists vice-president WILLIAM J. HEINEMAN, returned here yesterday from Florida.

•

JAMES E. PERKINS, Paramount's managing director for the British Isles, returns to England tomorrow after a month's visit here.

THOMAS L. WALKER, Bank of America special representative on motion picture distribution, has returned here from the Coast.

•

NAT NATHANSON, United Artists Eastern-Canadian sales manager, left New York yesterday to visit the Pittsburgh, Cleveland and Detroit exchanges.

•

JOSEPH A. WALSH, head of Paramount branch operations, is in Dallas this week from San Francisco.

House 'Red' Probe In Tame Opening

WASHINGTON, Jan. 21.—The House Un-American Activities Committee today made it plain that there's not much steam left in its Communism-in-Hollywood investigation. At a committee hearing today, George Glass, director of advertising-publicity for Stanley Kramer, admitted attending meetings of the Communist Political Association at which the 1945 studio strike was discussed, but said he never intended to and did not join the association. Glass, who appeared at his own request, said he refused when asked to join.

Max Silver, a party organizer in Los Angeles, told of the refusal of the Hollywood unit to tie up with the Los Angeles unit. Charles Daggett, a screen publicist, outlined his brief attendance at party meetings in the mid-thirties and his active membership in the Party during the 1945 strike. He declared he had never affiliated with the Party since.

Few Cuts for 'Vadis' For British Showings

A small amount of footage termed "violent" by British film censors will be cut from "Quo Vadis" before the film is shown in England, and so will footage depicting the personification of Christ in the picture, according to Loew's International here. Press dispatches reaching New York from London indicate that the British censors were prepared to ban the film to all children unless the cuts were made.

Davis At 'U' Meet

John Davis, managing director of the J. Arthur Rank Organization, will attend tomorrow's meeting of Universal Pictures' board here at which the possibility of the company consolidating with Decca Records will be discussed. Davis, who arrived here Saturday from London, returned to New York from Toronto last night.

Copelan to Cuba

HARTFORD, Jan. 21.—Herb Copelan has resigned as film booker and buyer at the Warner Theatres' New Haven zone office. It is understood he will enter exhibition in Cuba.

Goldwyn Article

Samuel Goldwyn is the author of an article, "What America Means to Me," to be published in the *American Weekly* next Sunday, Jan. 27.

DuMont Independent Of Para., FCC Told

WASHINGTON, Jan. 21.—Further testimony denying Paramount Pictures' control of Allen B. DuMont Laboratories, Inc., was put into the record today as the Federal Communications Commission started its second week of hearings on the United Paramount Theatres, Inc.-American Broadcasting Co. merger.

Tomorrow's witness, Paul Raibourn, is expected to wind up the first phase of the hearings dealing with the question of Paramount's control of the DuMont company. Raibourn is a vice-president of Paramount Pictures, and treasurer of DuMont.

Kenimer, General Mgr. of Fla. States

JACKSONVILLE, Fla., Jan. 21.—Guy Kenimer has been named general manager of Florida State Theatres by Leon D. Netter, president. He succeeds the late Jesse L. Clark.

Kenimer has been engaged in theatre operation in the South since 1919, serving with the old S. A. Lynch Enterprises and with the E. J. Sparks organization. He was city manager in Tampa for Florida States when it was organized. Later, he was successively Jacksonville city manager for Florida States, northern district manager, assistant general manager and, since 1946 had been manager of the circuit's maintenance and construction department.

Milton Pickman to Wald and Krasna

HOLLYWOOD, Jan. 21.—Jerry Wald and Norman Krasna have appointed Milton Pickman vice-president of Wald-Krasna Productions, Inc., thereby completing the operating structure under their new RKO Radio pact.

Pickman has been an artist's representative and manager for the past 10 years, both here and in New York.

Burstyn Appeals Banning

WASHINGTON, Jan. 21.—Joseph Burstyn, Inc., today asked the U. S. Supreme Court to declare un-Constitutional New York State's ban on "The Miracle."

The company asked the high court to overturn the New York State Appeals Court decision which held that the State Regents were within their rights in cancelling the film's exhibition license.

IATSE Convention Will Begin Aug. 4

The IATSE will hold its 41st international convention Aug. 4-8 at the Municipal Auditorium in Minneapolis, it was indicated here yesterday. Richard F. Walsh, "IA" international president, will preside.

Convention headquarters will be at the Hotel Nicollet in that city, where the midsummer meeting of the union's general executive board will begin on July 28. District conventions will be held at the hotel on Aug. 2-3.

H. J. Martin, 51

Harrison J. Martin, 51, Universal manager in Philadelphia, died of a heart attack in Queens General Hospital Saturday while on a vacation in New York. He was a veteran of more than 31 years with Universal.

William Wescott, 68

BOSTON, Jan. 21.—William Burton Wescott, 68, an associate of Dr. Herbert T. Kalmus in the development of the Technicolor process, died in a Philadelphia Hospital according to a report reaching here yesterday. He leaves the widow, the former Dorothy M. Stevens of Wellesley Hills, Mass.

50-Theatre Premiere

LONDON, Jan. 21.—Herbert Wilcox's "The Lady With a Lamp" will have simultaneous premieres in 50 theatres in the U. S. on May 12, Florence Nightingale's birthday, the producer said on his return here from New York.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

COLUMBIA PICTURES presents
BRODERICK CRAWFORD
DONNA REED · JOHN DEREK
in
Scandal Sheet
in Person
THE INK SPOTS & SARAH VAUGHAN
ERSKINE HAWKINS And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

SAMUEL GOLDWYN'S "I WANT YOU"
Now! CRITERION Broadway at 45th St.

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"SOON THE STAR-SPANGLED EXCITEMENT OF

Retreat, hell!"

"Retreat, hell! We're just attacking in another direction!"
—Gen. O. P. Smith, First Marine Division, Korea

A bunch of husky guys in battle-green who showed the world you can't stop a Marine!

IT'S FROM **WARNER BROS.**

"RETREAT, HELL!" STARRING FRANK LOVEJOY RICHARD CARLSON RUSTY TAMBLYN ANITA LOUISE
SCREEN PLAY BY MILTON SPERLING AND TED SHERDEMAN STORY AND PRODUCED BY MILTON SPERLING DIRECTED BY JOSEPH H LEWIS
A UNITED STATES PICTURES PROD DISTRIBUTED BY WARNER BROS

National Pre-Selling

ONE of the most extensive national advertising campaigns in the history of Universal-International is planned by David E. Lipton, vice-president in charge of advertising and publicity, for "Bend of the River" which will have its world premiere in Portland, Oregon, tomorrow, the first major film to open in the Pacific Northwest in a long time.

Full color ads are scheduled to break in February in four national magazines, with an estimated readership of 75,000,000, and in addition to the magazine coverage, Sunday color pages are to run in *This Week* and *Parade* to reach 65 different key city areas. More than two score newspaper, magazine and trade-paper writers will arrive in Portland today to attend the whirl of events in connection with the premiere at the J. J. Parker Broadway Theatre, where Jack Matlack, master showman and multiple Quigley Award winner, has all stops pulled.

•

The largest national magazine advertising budget in over four years, totaling $400,000, has been set by Max E. Youngstein, United Artists vice-president and national director of advertising, publicity and exploitation, for "African Queen" which opens at the Capitol Theatre here in February and will be the Easter release for United Artists. An estimated audience of 129,410,961 persons will be covered by the campaign in a series of four-color, full-page ads scheduled to reach virtually every family in the U.S.

•

The February issue of **Coronet** *magazine on sale Jan. 25th, will carry six feature stories with motion pictures as their inspiration, illustrated in typical* **Coronet** *style. "Laughter Never Dies"—a 16-page picture story of comedy and comedians; a special piece on Martin and Lewis; a salute to Jean Renoir of the movies; a public relations piece about Church Use of Films, and a historical record of "The War Waged To Make A Movie"—when Mutual Film Company dickered with Pancho Villa to conduct his Mexican revolution on a shooting schedule for the benefit of the cameras, are among the contents listed.*

•

The film industry is applauding the 32-page section in the February *Argosy* magazine, plus a full-color cover, saluting 20th Century-Fox's "Viva Zapata" with a running pictorial narrative which adds a new dimension to coverage of a motion picture by a national magazine. The spread is prefaced by *Argosy* editor Jerry Mason's piece which terms the project a new technique in the telling of great stories.

•

Samuel Goldwyn has made available 14 TV trailers of varying lengths for the promotion of his current picture, "I Want You." Two are one minute long and feature all four stars in dramatic scenes from the picture. Four are 20-second trailers and spot a love scene between Farley Granger and Peggy Dow. Four are 15-second and four five-second spots, in which the stars say directly to the audience, "I want you to see 'I Want You.'"

WALTER BROOKS

AFM Contract

(*Continued from page 1*)

accomplished with harmony and good taste."

Petrillo likewise voiced the harmony keynote. He said:

"This board conducted the negotiations with an eye on the position in which these men find themselves—business ain't too hot. We want to try to keep the business going. We don't want to kill it. We accepted the wage increase offer by the companies because we thought it was fair."

The latter statement referred to a demand by the Hollywood musicians for a 50 per cent overall salary adjustment. Petrillo, prior to the meetings, declared this demand was "out of line" and the official proposal by the executive board was written up as follows: "A fair and equitable adjustment in all motion picture studio scales." Picture company chieftains agreed on the 15 per cent increase and subsequently proposed it to the union, which accepted it as "fair."

The new two-year contract is retroactive to Jan. 15, 1952. The 15 per cent wage hike, both groups were given to understand by their attorneys, is subject to Salary Stabilization Board approval. Petrillo said that 12.8 per cent of the increase is legal under present government restrictions and added that both union and management will "go to the government for the rest."

The wage increase affects some 600 to 800 year-round staff musicians and hundreds of other musicians who answer studio calls for part-time employment. Musicians currently employed as staff members were "frozen" until Jan., 1953.

The new contract continues the terms of the prior agreement under which the musicians reserve rights in the re-use of musical sound tracks for subsequent television sale and distribution. The television rights were not a subject of negotiation here.

Maximum dollar increase allowable under the new 15 per cent rise is $18.50 a week. However, the other items in the new contract provide no limitations. They are:

1. Orchestra manager basic scale to be pay and one-half;

2. When a double session of recording, or more, is continuous without a break of one hour or more, a penalty of one hour pro-rata shall be paid each musician, exclusive of his contract guarantee;

3. Double time shall prevail on Sundays and holidays and all hours after midnight;

4. Continuous time must be paid when less than one hour is permitted for meals;

5. No less than one week's notice to be given for two weeks vacation of guaranteed orchestra;

6. Negotiations for new contract, and the continuation of any dismissed musician to be re-engaged, must be consummated not less than 30 days prior to the termination of the contract;

7. Musicians required to play more than one instrument during a complete day call must be paid double for not less than one basic session;

8. A non-playing orchestra manager must be employed on all sideline calls of five or more musicians, including the leader, and shall receive not less than one musician's pay; and

9. Overtime for copyists after eight hours shall be paid for at the rate of time and one-half to midnight. Overtime after midnight—double-time.

The two proposals rejected by the companies included (1) recognition of the orchestrators', arrangers' and copyists' rights in the re-usage of their work; and (2) to increase to 50 the number of musicians in Paramount Studio's contract orchestra. Paramount, it was explained, maintains a minimum of 45 musicians, while 20th-Fox, Warner Brothers and M-G-M have the larger number.

Savage!
FORT OSAGE
SOON...from MONOGRAM!

Set Tentative Agenda For TOA Coast Meet

Hollywood, Jan. 21.—Tentative agenda for the Theatre Owners of America annual directors meeting here Jan. 28-31, worked out today by Gael Sullivan and Charles P. Skouras, who will continue at a planning session tomorrow, includes: submission of the TOA arbitration plan; furtherance of organizational plans for regional committees; color theatre television; television advertising; discriminatory taxation; film cycles; simultaneous releasing of similar pictures; quality and quantity of product; public relations and film censorship.

Griffis Resigns

(*Continued from page 1*)

he wanted to end his long government service and return to private business and private life.

Paramount Pictures officials here yesterday had no comment as to if and when Stanton Griffis would resume his active role as chairman of Paramount's executive committee. He is expected at his New Canaan, Conn., home in early February, it was made known.

N. Y. First-runs

(*Continued from page 1*)

"Scandal Sheet" and the Ink Spots on stage. At the Mayfair, a fine $23,000 is seen for the 11th week of "Detective Story" and a good $22,000 is expected for the fifth week of "Death of A Salesman" at the Victoria.

"The Model and the Marriage Broker" is doing nicely at the Roxy where $75,000 is forecast for its second week. Among the hold-overs, "Quo Vadis" at the Astor is expected to rack up an excellent $31,000 for its 11th inning.

Other first-run houses registered good to only fair grosses for the week.

20th Seminar Meet

(*Continued from page 1*)

Charles Einfeld and his staff will present the manifold promotion and advertising plans already in work for the first six months of the year.

Schine Decree

(*Continued from page 1*)

clusion of past profits in the "reasonableness" of an offer was a new and rather unusual device.

The proposed amendment also stipulates that after entry of the decree, Schine cannot change the playing policy of any theatre so as to reduce its value.

In seven cities, Schine agrees not to move up the playing policies of any theatre or change the playing policies in any way that might adversely affect a competing independent exhibitor. The period covered in this prohibition would be from June 4, 1949, to June 24, 1953, or during the existence of a product limitation under the original decree, whichever is longer. The towns covered are Auburn, Corning, Geneva, Lockport, Oswego and Watertown, N. Y., and Worcester, Ohio.

The proposed amendment also provides that the provisions of the 1949 judgment on product limitations shall continue until Dec. 1, 1953, in towns where they are already applicable. Schine must report to Justice every six months on the carrying-out of product limitation provisions.

Another change would key all product limitation restrictions not only to the full fiscal year but also to each quarter, to avoid bunching of top features in any one period.

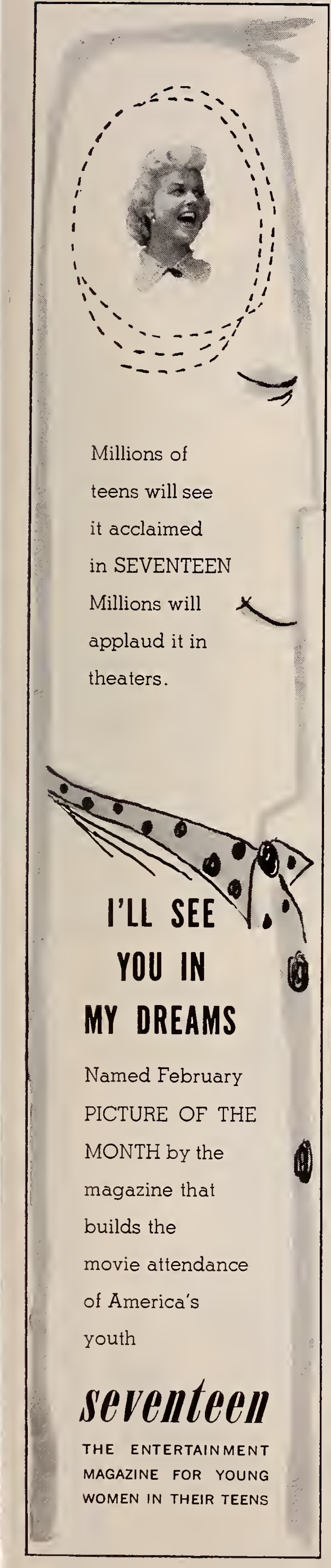
Finally, on application to and approval from the court, Schine would be allowed to lease one-half of the theatres it is required to sell, if it can't get a good selling price. It would still have to sell as soon as it got a decent offer. The circuit would also be allowed to sublet theatres it now leases and count that against theatres to be divested.

Fly to fun and relaxation on a TWA Quickie Vacation in the Sun Country

You're only hours away, by TWA, from Phoenix, Las Vegas, Southern California. Big savings with TWA's Family Fares and Sky Coach flights. See your travel agent or call TWA.

TWA
TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA

For Best Quality & Service
ORDER YOUR
SPECIAL TRAILERS
FROM
Always Quick! FILMACK Always Best!
CHICAGO, 1327 S. Wabash NEW YORK, 630 Ninth Av


Millions of
teens will see
it acclaimed
in SEVENTEEN
Millions will
applaud it in
theaters.

I'LL SEE
YOU IN
MY DREAMS

Named February
PICTURE OF THE
MONTH by the
magazine that
builds the
movie attendance
of America's
youth

seventeen
THE ENTERTAINMENT
MAGAZINE FOR YOUNG
WOMEN IN THEIR TEENS

Review

"Bend of the River"

(Universal)

"BEND OF THE RIVER" easily belongs among the best of the out-of-doors action films of recent years. It is difficult to imagine how more menace, suspense and both large-scale and personalized combat than you will find in it could have been wedged into its 90 minutes of running time.

Its pace is almost breathless from beginning to end and, if that were not enough, you can still advertise a swell cast headed by Jimmy Stewart in a different but convincing role of a bad man turned good; with that fine actor Arthur Kennedy; with Rock Hudson, Jay C. Flippen, Julia Adams, Howard Petrie, and others, not to overlook the old veteran, Stepin' Fetchit, who makes several brief but characteristic appearances.

Then you have additionally, mountain scenery along the old Oregon Trail and the Columbia River, with Mount Hood for backdrop, photographed in color by Technicolor. It is a scenic treat which will be worth the price of admission alone, to many. With these lush properties assembled by producer Aaron Rosenberg, and the effective direction of Anthony Mann, full justice, and more, has been done to the Borden Chase screenplay of Bill Gulick's novel, "Bend of the Snake," which relates the trials which beset a group of homesteaders on their way, a century ago, to Oregon's fertile valley lands.

Stewart, endeavoring to put behind him a violent past as a Missouri raider, is serving as guide for the wagon train of homesteaders when he saves Kennedy from being hanged. The latter's background is similar to Stewart's but his intentions about reforming are not. Kennedy joins the wagon trail, however, and does his part in saving both it and Stewart from destruction. Temptation overcomes him when Portland becomes a gold town and prices of supplies skyrocket. He aids Stewart in getting the homesteaders' winter supplies aboard a river boat but turns traitor when miners in the mountains offer a fabulous price for the supplies. It takes some doing for Stewart to recapture the train, best his old comrade, win Miss Adams and deliver the supplies to the settlement and Hudson to Lori Nelson.

"Bend of the River" is grand entertainment of its kind and should be surefire for all audiences that like fast-paced dramas of the great open spaces, well acted, mounted and directed. Running time, 91 minutes. General audience classification. For February release.

SHERWIN KANE

Christophers Unveil Film on Television

An effective plea for wholesome entertainment on home television is contained in the second Christopher film, "Television Is What You Make It."

The 30-minute short, distribution plans of which have not been set as yet, stars Walter Abel and Ruth Hussey. At its screening here yesterday, Father James Keller, director of the Christophers, also announced a new $10,000 Christopher contest, the prizes of which will go to individuals writing on the theme of "What One Person Can Do."

The annual $25,000 Christopher awards for creative talent will be made in Beverley Hills, Cal., on Feb. 14, it was announced.

Color for TV

(*Continued from page* 1)

system, the letter said it was "of real importance that the scientific advance in theatre projection equipment for color television be not impeded."

U. S. Sees

(*Continued from page* 1)

Commission would lift the television freeze early this year, and asked $8,075,000 for the agency in fiscal 1953, against $6,605,000 this year.

Meet on Guild Merger

The five labor unions and guilds that comprise Television Authority have secured the services of industrial and labor relations experts from the Universities of California and Cornell to prepare a blueprint for the merger of the five and Television Authority. Representatives of the five and the Authority will have their first meeting with the University representatives today at the New York State School for Industrial Labor Relations here.

Legion of Decency Puts 1 in Class C

The latest report of the Legion of Decency places one film, "Latuko," distributed by Irving Lesser, in Class C, condemned, and one film in Class B. The latter is Cecil B. DeMille's "The Greatest Show on Earth."

The report also places the following six films in Class A-I: "Bend of the River," Universal-International; "Captive of Billy the Kid" and "Secrets of Monte Carlo," both Republic; "The Old West" and "Smokey Canyon," both Columbia, and "St. Matthew's Passion," Academy Productions. Rated Class A-II are: "African Queen," United Artists; "Just This Once," M-G-M, and "Street Bandits," Republic.

New Briskin Option

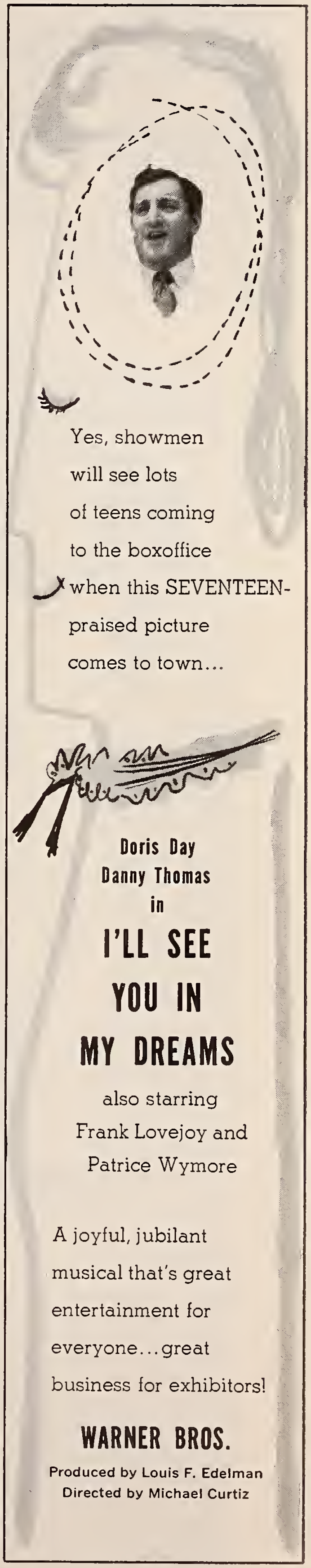
(*Continued from page* 1)

Montague, Donald S. Stralem, Henry Crown and Arnold M. Grant.

Stockholders will also vote on motions to amend the options of A. Schneider, vice-president and treasurer, and Joseph A. McConville, vice-president. The alterations are designed to meet provisions of the Revenue Act of 1950. Another amendment will be offered regarding the five-year contract of Spingold, vice-president in charge of advertising and publicity. It would eliminate a corporation option to place Spingold's service on a part-time basis before his contract expires in March, 1954.

Burn Cross in Yard Of Censor Binford

MEMPHIS, Jan. 21.—A cross was burned in the front yard of the home here of Lloyd T. Binford, chairman of the Memphis Board of Censors whose censorship activities have been in the news for years.

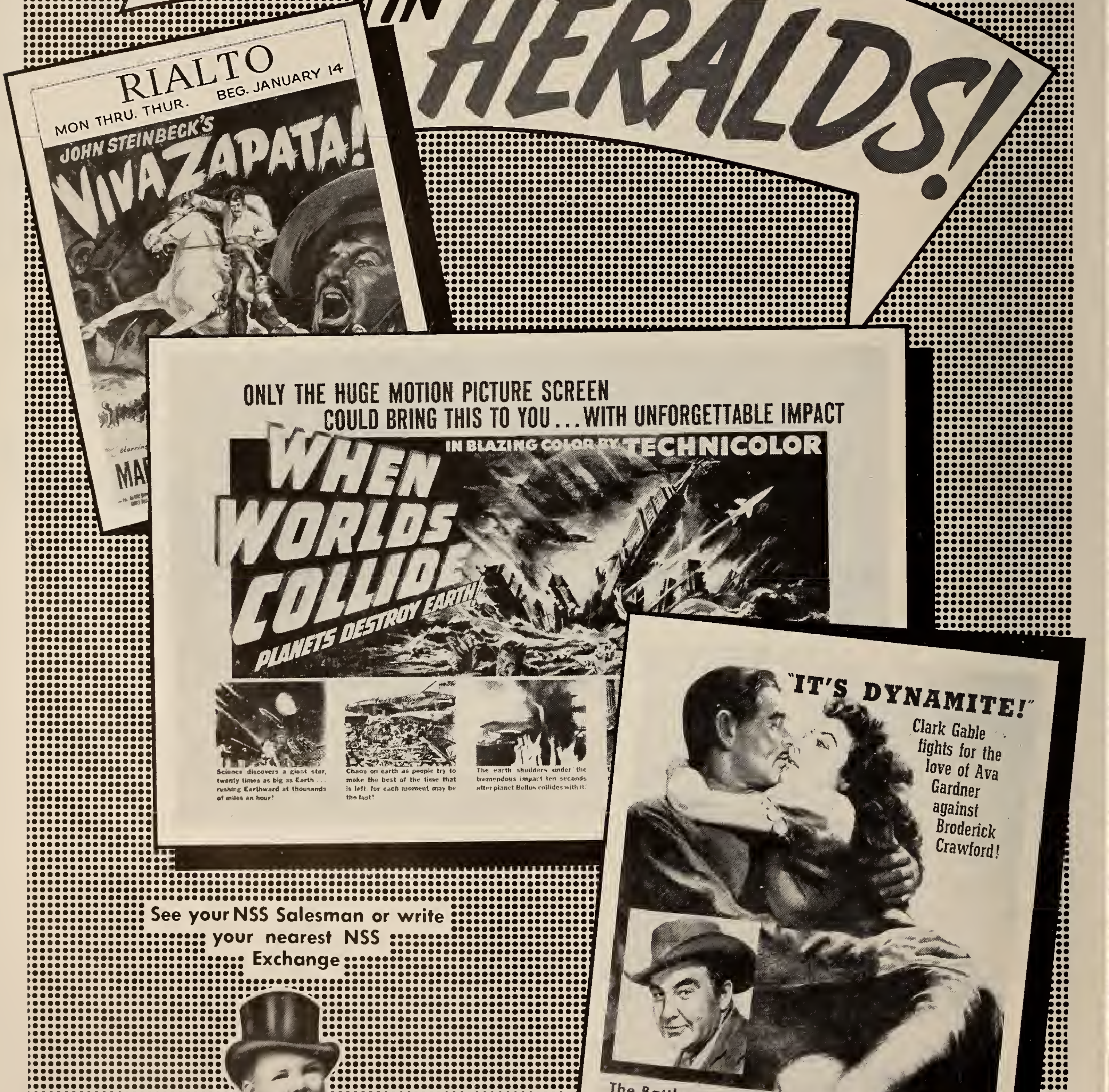

Yes, showmen
will see lots
of teens coming
to the boxoffice
when this SEVENTEEN-
praised picture
comes to town...

Doris Day
Danny Thomas
in
I'LL SEE
YOU IN
MY DREAMS
also starring
Frank Lovejoy and
Patrice Wymore

A joyful, jubilant
musical that's great
entertainment for
everyone...great
business for exhibitors!

WARNER BROS.
Produced by Louis F. Edelman
Directed by Michael Curtiz

THERE'S PLENTY OF SHOWMANSHIP IN HERALDS!



RIALTO
MON THRU. THUR. BEG. JANUARY 14
JOHN STEINBECK'S
VIVA ZAPATA!

ONLY THE HUGE MOTION PICTURE SCREEN
COULD BRING THIS TO YOU... WITH UNFORGETTABLE IMPACT
WHEN WORLDS COLLIDE
IN BLAZING COLOR BY TECHNICOLOR
PLANETS DESTROY EARTH!

Science discovers a giant star, twenty times as big as Earth ... rushing Earthward at thousands of miles an hour!

Chaos on earth as people try to make the best of the time that is left, for each moment may be the last!

The earth shudders under the tremendous impact ten seconds after planet Bellus collides with it!

"IT'S DYNAMITE!"
Clark Gable fights for the love of Ava Gardner against Broderick Crawford!
The Battle of Texas and the Battle of the Sexes!
M-G-M's "LONE STAR"

See your NSS Salesman or write your nearest NSS Exchange

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 16 NEW YORK, U. S. A., WEDNESDAY, JANUARY 23, 1952 TEN CENTS

'Big Show' is Champion in '51 Radio Poll

Beats Benny in 16th Annual Poll of Critics

"The Big Show," NBC's two season's old, 90-minute Sunday evening program presided over by Tallulah Bankhead, was voted radio's best program of 1951 by radio editors and critics of American newspapers and magazines participating in the 16th annual MOTION PICTURE DAILY-*Fame* poll.

Tallulah Bankhead

"The Big Show" displaced Jack Benny, who was in the top spot in the 1950 poll for the third consecutive year. It is the first time since Benny departed NBC for the CBS ranks that the former network has captured the Champion of Champions award in the annual poll. The trick was turned by the program that NBC devised and nurtured to compete for the prime Sunday evening listening audience with the star attractions, including Benny, that CBS accumulated three years ago.

Benny's show finished second in the championship category, with the Bing Crosby Show third. A year ago, at the end of its first season on the air "Big Show" finished in a tie for third place.

In addition to winning the top honor in the 1951 poll, "The Big Show's" mistress of ceremonies, the unpredictable Taloo, finished second in the voting to Eve Arden, frequent winner of the Best Comedienne award, and sec-

(*Continued on page 4*)

Complete Radio Poll Results on Page 5

The complete results of the 16th annual MOTION PICTURE DAILY-*Fame* radio poll are published on Page 5 of this issue.

In addition, photographs of first place winners chosen by the radio editors and critics appear on Page 4.

20th-Fox Offers At Least 1 'Big' Film Per Month

An answer to the exhibition problem of "either a feast or a famine" in available product is offered under 20th Century-Fox's 1952 release schedule of 36 features, Al Lichtman, distribution director, declared yesterday in addressing the exhibitor merchandising meet at 20th-Fox's home office here.

Lichtman said the release schedule for the entire year, already announced, insures from one to three "big" pictures per month. The 20th-Fox distribution director also disclosed plans to hold similar seminars in the future after a round of applause greeted his question as to whether exhibitors thought yesterday's seminar valuable.

The theme of the advantages accruing from theatremen having a complete line-up of product months in advance was also expounded by Charles Einfeld, vice-president in charge of advertising-publicity.

Einfeld told the 200-odd theatre ex-

(*Continued on page 7*)

NPA Reiterates Color TV Ban

WASHINGTON, Jan. 22.—National Production Authority officials said today the agency's color television order clearly bans large-screen color television equipment and that it would take a major amendment to the order to permit it.

In a letter filed with the agency yesterday, the Motion Picture Association, Theatre Owners of America

(*Continued on page 6*)

Schine Divestiture Order Is Approved

BUFFALO, Jan. 22.—An amended order for the divestiture of 25 Schine theatres was approved and signed today by Federal Judge John Knight in District Court here.

The order extends the time for divesting the theatres from next June 24 to June 24, 1953, and specifies new conditions governing their disposal. Chief among the latter is the require-

(*Continued on page 2*)

Deny Para. Rejected DuMont Stock Offer

WASHINGTON, Jan. 22.—Paul Raibourn, officer and director of both Paramount Pictures and Allen B. DuMont Laboratories, told the Federal Communications Commission today that Paramount had never rejected a cash offer from DuMont Laboratories for the sale of Paramount's stock in the company.

This was only one of Raibourn's

(*Continued on page 6*)

Editors Still Hope for A Renaissance in Radio

Radio editors and critics of American newspapers and magazines who participated in the 16th annual MOTION PICTURE DAILY-*Fame* radio poll, and who indulged themselves by adding to their ballots their own comments on the state of radio in 1951, appeared to be a little sad, and somewhat bewildered, about the older of the two popular electronics entertainment media. But they continue to be hopeful.

Sad because they fail to see radio attempting anything daringly new or different to offset the encroachments of television. Bewildered, because they realize that, continuing in its well-worn grooves, radio nevertheless still commands a tremendous audience, vastly more numerous than television's, and remains a pretty robust commercial enterprise withal.

This comment, from a Buffalo radio editor, is somewhat typical of the first aspect: "Both sponsors and broadcasters continued to sell radio 'short' in 1951. They have been content to leave programming in a rut, with but few notable exceptions, when radio obviously cries for a transfusion all along its main arteries. "They continue to permit, perhaps even abet, television to grab the best talent, new and old, while recruiting little of consequence to strengthen radio and to help differentiate it from its rapidly growing competitor. Next year may tell the story."

The "patterns" of radio reveal their

(*Continued on page 4*)

Loew's 1951 Profit Was $7,804,370

Earnings Increase Shown In Current Fiscal Year

Loew's M-G-M yesterday reported a net profit of $7,804,370 for the fiscal year ended Aug. 31, 1951. This included a net credit of approximately $754,000 due to reduction of prior years' depreciation charges.

The previous fiscal year's profit was $7,854,454 which included $808,020 profit after taxes realized from the sale of capital assets.

The latest profit figure was equivalent to $1.52 per share of common stock, while the profit for the previous year was equivalent to $1.53 per share.

For the 12 weeks ended Nov. 22, 1951, of the current fiscal year, the company showed a net operating profit, before taxes, of $2,932,987, compared with $2,090,127 a year earlier. After taxes and adjustments, net profit was $2,089,339, equivalent to 41

(*Continued on page 7*)

Para. Managers Meetings Set for New York, Chicago

Paramount's branch managers will attend sales meetings in two groups, one meeting in New York tomorrow through the weekend, and the other group to meet in Chicago Jan. 31-Feb. 3, it was disclosed here yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp., who will conduct both sessions. The meetings will be held to report to members of the field organization the decisions made at the company's recent divisional sales managers' conclave here.

The New York session, at the Ho-

(*Continued on page 2*)

Television Poll Results Tomorrow

Results of radio editors' and columnists' voting in the third annual MOTION PICTURE DAILY—*Fame* Television Poll, with pictures of winners, will be published in MOTION PICTURE DAILY tomorrow.

NEWS in Brief . . .

WASHINGTON, Jan. 22.—All U. S. district attorneys will be instructed to receive and give "special attention" to local complaints of anti-trust law violations.

The announcement was made jointly by Assistant Attorney General H. Graham Morison, in charge of anti-trust enforcement, and House Small Business Committee Chairman Patman (D., Tex.). They said the idea behind the move was to give small businessmen a means of filing anti-trust complaints without an expensive trip to Washington.

•

David Diener, copy chief of the Monroe Greenthal Co., advertising firm handling industry and other accounts, on Feb. 8 will succeed Roger H. Lewis as vice-president and creative director, the company reported here yesterday.

Lewis, who has resigned effective Feb. 8, will engage in free-lance work. He joined the agency in 1947 and previously was in charge of New York campaigns at 20th Century-Fox.

•

The luncheon-meeting of industry committeemen for the National Conference of Christians and Jews' 1952 observance of "Brotherhood Week," originally scheduled for today, has been postponed until tomorrow at the Waldorf Astoria Hotel here.

•

PORTLAND, Ore., Jan. 22.—Universal's "Bend of the River" will have its world premiere at the Broadway Theatre here tomorrow, launching more than 150 pre-release dates in the territory.

•

A long range promotional campaign for Samuel Goldwyn's "Hans Christian Andersen" was reported here yesterday by James A. Mulvey, president of Samuel Goldwyn Productions. First step will be the temporary transfer to the studio of David Golding, Eastern ad-publicity director, to work with Al Vaughan, studio publicity chief, on the picture. Golding will leave for the Coast over the weekend. In his absence Martin Davis will supervise publicity operations here.

•

COLUMBUS, O., Jan. 22.—The annual convention of the Independent Theatre Owners of Ohio will be held on May 19-21 at the Hotel Hollenden in Cleveland.

Schine Divestiture

(*Continued from page 1*)

ment that Schine cannot refuse a "reasonable offer" for any of the 25 theatres and, in determining what is "reasonable," it must add to the bids received the profits of the theatres earned since last June 24.

The Schine circuit, defendant in a 1949 anti-trust judgment, originally had been directed to divest 39 theatres in three years, at the rate of one-third annually to next June. Only 14 theatres have been sold. One-third of the remaining theatres must be divested by next June 24; two-thirds by Dec. 24 and the entire 25 by June 24, 1953.

Personal Mention

WILLIAM WYLER, producer-director, arrived in New York yesterday from Hollywood.

•

SPYROS SKOURAS, 20th Century-Fox president, was in Washington yesterday from New York.

•

ANATOLE LITVAK, producer-director, arrived here yesterday from Europe.

•

S. SYDNEY STONEMAN has been elected secretary of the Midwest Drive-in Theatres Corp.

ARTHUR FREED, M-G-M producer, left here yesterday for the Coast.

•

WILLIAM MURPHY, New York branch manager for Republic, was confined to his home yesterday by illness.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Pittsburgh.

•

BEN HECHT has arrived here from Hollywood.

$13,000 for 2-Day Gross on 'Poison'

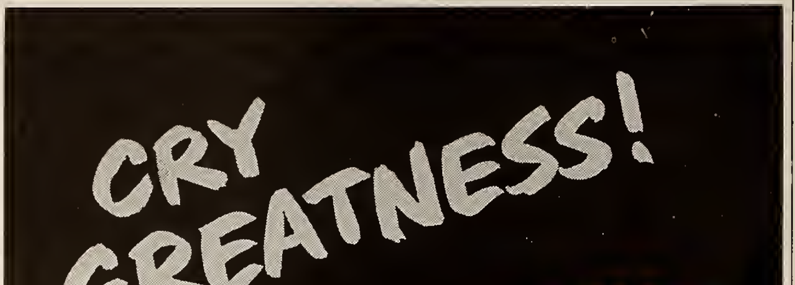
"Another Man's Poison," The Bette Davis-Gary Merrill-Emlyn Williams film, racked up what Warner executives describe as sensational business over its opening week-end at Warner's Mastbaum Theatre in Philadelphia, it was announced here by William J. Heineman, United Artists sales vice-president. It is understood the production grossed $13,000 in the two days.

The film is said to be headed for the biggest full-week gross at the Mastbaum in close to a year.

Goldstein to Handle UA's 'African Queen'

Jack Goldstein has been named special national exploitation representative for "The African Queen" by Max E. Youngstein, vice-president of United Artists.

Goldstein will work under the supervision of UA exploitation director Mori Krushen and Horizon Pictures' press chief Mort Nathanson. He will start on a two-month swing of U.A. exchanges on a campaign in advance of the regular field force, which is now being organized.


CRY GREATNESS!
VIVA ZAPATA!
starring
MARLON BRANDO
Produced by DARRYL F. ZANUCK · Directed by ELIA KAZAN · Written by JOHN STEINBECK

There's No Business Like 20 CENTURY-FOX Business!

Newsreel Parade

FLOODS in California and burial services for Gen. Jean de Lattre are current newsreel highlights. Other items include people in the news, and sports. Complete contents follow:

MOVIETONE NEWS, No. 8—African volcano erupts. Los Angeles digs out of mud. Snowbound train freed. B-25 crashes. Big plane lifts 100,000 pounds. Communion breakfast attracts film notables. Olympic skiiers in tryout. Girl bullfighter. Ice boats.

NEWS OF THE DAY, No. 242—Floods and blizzard sweep California. Violence in Suez. France mourns general. Volcano in Congo. Sport flashes. Hialeah opener. Texas girl turns bullfighter. Olympic skiiers.

PARAMOUNT NEWS, No. 45—Winter Olympics preview—Illinois and Switzerland. Capt. Carlsen welcomed. Arkansas quadruplets. State funeral for Gen. de Lattre. Floods in California. Wild West moves indoors.

TELENEWS DIGEST, No. 44—Wild weather in California. French interviews on possible replacement for Eisenhower. President inaugurated in Liberia. Princess Margaret goes hunting. Lady matador in Mexico.

UNIVERSAL NEWS, No. 528—British round up Suez terrorists. Weather on West Coast. Plane crash in Sacramento, Cal. African volcano. Floating corn storage. Ice boating. Sport flashes.

WARNER PATHE NEWS, No. 47—California digs out of snow. Suez terrorists rounded up. Churchill. State funeral for Gen. de Lattre. Volcano. Sport flashes. Ski meet in Illinois. Hialeah opens.

Paramount Meetings

(*Continued from page 1*)

tel Plaza, will be attended by managers of Hugh Owen's Eastern and Southern and Howard Minsky's Mid-Eastern divisions, along with special field representatives and home office executives. All remaining members of the field force will take part in the Chicago meet.

Those who will be present at the Hotel Plaza tomorrow include, in addition to Schwalberg and the division managers, E. K. O'Shea, Jerry Pickman, Oscar A. Morgan, Monroe R. Goodman and Robert J. Rubin. Also department heads Fred Leroy, Arthur Dunne, Martin Friedman, Harold Beecroft and Joseph A. Walsh and Al Fitter, Robert Weber and Henry Randel, plus the following branch managers:

Ulrik F. Smith, Philadelphia; William A. Meier, Cincinnati; Harry S. Buxbaum, Cleveland; Mike Simon, Detroit; David Kimelman, Pittsburgh; Phil Isaacs, Washington; Myron Sattler, New York; Daniel R. Houlihan, Albany; W. Gordon Bradley, Atlanta; John G. Moore, Boston; Edmund C. DeBerry, Buffalo; A. H. Duren, Charlotte; E. G. Chumley, Jacksonville; Henry Germaine, New Haven; William Holliday, New Orleans.

Special field representatives who will attend are Leonard Allen, Atlanta; Ralph Buring, Cincinnati; Arthur Leazenby, Detroit; Everett Olsen, Charlotte; Arnold Van Leer, Boston; Edward Wall, Albany; Mike Weiss, Philadelphia.

Gene Murphy Resigns

HOLLYWOOD, Jan. 22.—Gene Murphy today resigned the Hollywood office managership of the Howard G. Mayer-Dale O'Brien public relations organization to accept the advertising-publicity directorship of the Desert Inn, Las Vegas.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

M-G-MUSIC!

They've all been Previewed! They're GREAT! Leo does it again. Just a few of the new, terrific TECHNICOLOR tune-toppers like "Show Boat", "The Great Caruso", "An American In Paris" from The No. 1 Company.

"THE MERRY WIDOW"

Lana Turner as "The Merry Widow" with Fernando Lamas, Una Merkel, Richard Haydn, Thomas Gomez • Color by Technicolor Screen Play by Sonya Levien and William Ludwig • Based on the Operetta written by Composer Franz Lehar and Authors Victor Leon and Leo Stein • Directed by Curtis Bernhardt Produced by Joe Pasternak • An M-G-M Picture

"SKIRTS AHOY!"

"Skirts Ahoy!" starring Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Brasselle, Billy Eckstine • with The De Marco Sisters, Dean Miller • Color by Technicolor Written by Isobel Lennart Directed by Sidney Lanfield Produced by Joe Pasternak An M-G-M Picture

"SINGIN' IN THE RAIN"

"Singin' In The Rain" starring Gene Kelly, Donald O'Connor, Debbie Reynolds • with Jean Hagen, Millard Mitchell and Cyd Charisse • Color by Technicolor • Screen Play by Adolph Green and Betty Comden Lyrics by Arthur Freed • Music by Nacio Herb Brown Directed by Gene Kelly and Stanley Donen Produced by Arthur Freed • An M-G-M Picture

"BECAUSE YOU'RE MINE"

Mario Lanza in "Because You're Mine." Introducing Doretta Morrow • with James Whitmore • Color by Technicolor • Screen Play by Karl Tunberg and Leonard Spigelgass • Based on a Story by Ruth Brooks Flippen and Sy Gomberg Directed by Alexander Hall Produced by Joe Pasternak An M-G-M Picture

"LOVELY TO LOOK AT"

"Lovely To Look At" starring Kathryn Grayson, Red Skelton, Howard Keel, Marge and Gower Champion, Ann Miller • with Zsa Zsa Gabor, Kurt Kasznar • Color by Technicolor • Screen Play by George Wells and Harry Ruby • Additional Dialogue by Andrew Solt • Based on the Musical Comedy "Roberta" From the Novel by Alice Duer Miller • Book and Lyrics by Otto A. Harbach • Music by Jerome Kern • Directed by Mervyn LeRoy • Produced by Jack Cummings • An M-G-M Picture

"THE BELLE OF NEW YORK"

"The Belle of New York" starring Fred Astaire, Vera-Ellen, Marjorie Main • with Keenan Wynn, Alice Pearce, Clinton Sundberg, Gale Robbins Color by Technicolor • Screen Play by Robert O'Brien and Irving Elinson • Adapted for the screen by Chester Erskine • From the play by Hugh Morton • Music by Harry Warren • Lyrics by Johnny Mercer • Directed by Charles Walters Produced by Arthur Freed • An M-G-M Picture

Please! In all newspaper ads: "The Armed Forces Need Your Blood—Give Today!"

1951RadioPoll

(*Continued from page* 1)

ond to the ever-popular Bing Crosby in the Best "Master" of Ceremonies division.

The editor-critics' vote acclaimed Benny radio's Best Comedian of 1951, an award they have voted him for the fourth consecutive year now.

The Most Promising Star of Tomorrow award was voted to NBC's indefatigable duo, Bob (Elliott) and Ray (Goulding). Giselle McKenzie was a close-running second, with Margaret Truman of Washington and Independence, Mo., finishing third in that category. Miss Truman's guest appearances have been mostly on "The Big Show" and with Jimmy Durante.

The popular comics of radio, television, screen and film-theatre stage, Dean Martin and Jerry Lewis, were voted the Best Comedy Team of 1951 on radio, displacing the habitual winners in that division, Fibber McGee & Molly. The latter were close seconds, followed by Bob & Ray.

Crosby Repeats

Bing Crosby, always a front-runner in the 16-year old poll, showed no diminution of popularity with the editor-critics, being voted two firsts—Best Popular Male Vocalist and Best Master of Ceremonies. In another close race, Crosby finished second to Ronald Colman as Film Personality Most Effective in Radio, and his show finished third in the Championship division.

Also maintaining a firm grasp on critical approval, apparently, was Groucho Marx, whose You Bet Your Life program was again voted Best Quiz Show and Best Audience Participation Program. Dinah Shore proved herself another perennial favorite with the writers, again being voted Best Popular Female Vocalist.

Lombardo Back

Guy Lombardo's orchestra, after being displaced by Ralph Flanagan's band last year in one of the few times in the 16 years of the poll that he was not voted Best Dance Band on radio, was returned to the top spot again this year. However, Bill Stern who, year after year, has captured the Best Sportscaster award, was almost completely overlooked by the editor-critics in the 1951 voting. Stern failed to finish among the first three. Mel Allen, one of the top baseball announcers and heard on a variety of sports programs in other seasons of the year, was given the first place vote, followed by Red Barber and Harry Wismer.

In the News Commentator-Analyst division, CBS's popular Edward R. Murrow came through again in critical favor, followed, but not closely, by Lowell Thomas and Frank Edwards.

Ezio Pinza was another repeater in 1951, again being voted Best Classical Male Vocalist on radio. In the female division, Marian Anderson, always a contender in polls of recent years, was given the first place position by the balloters for 1951. Miss Anderson has made several appearances on the Telephone Hour and other good musical programs in the year past.

Theatre Guild on the Air was again voted the critics' Best Dramatic Program, with Lux Radio Theatre finishing second, as it did in the preceding poll.

Arthur Godfrey retained his hold on the Best Daytime Program award but failed to finish among the top three in the Best Master of Ceremonies division, where he usually was to be found in earlier polls.

America's Town Meeting of the Air retained its claim to Best Educational Program but was forced to share the first place award with Invitation to Learning, which gained a tie with it.

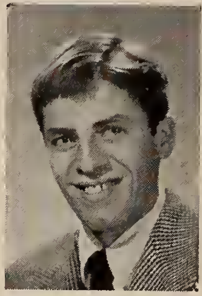
NBC programs swept the Best Musical Show division, with the Telephone Hour again being voted first, and with the Railroad Hour and Voice of Firestone, all heard over the network on Monday evenings, finishing in a tie for second place.

Radio Champions for 1951

Jack Benny

Eve Arden

Dean Martin



Jerry Lewis

Bing Crosby

Ronald Colman

Dinah Shore

Ezio Pinza

Marian Anderson

Don Wilson

Edward R. Murrow

Bob (Elliott) and Ray (Goulding)

Guy Lombardo

Mel Allen

Arthur Godfrey

Groucho Marx

Don Voorhees,
Conductor, The Telephone Hour

Armina Marshall,
Producer, Theatre Guild on the Air

Radio Editors

(*Continued from page* 1)

sameness, asserts an Ohio critic, who says new shows, new talent, particularly in the comedy field, are urgently needed. This critic commends "the different type of humor" introduced by Bob (Elliott) and Ray (Goulding) and ventures the opinion that radio audiences are "fed up" with the slapstick comedy and familiar jokes of the radio-typed comedian.

"The natural, relaxed humor of Fibber McGee and Molly, Dave Garroway, Herb Shriner and a few others are due for a revival in popularity among listeners," he predicts.

The anticipated expansion of television in the next year or so, with the lifting of the Federal Communications Commission "freeze" on construction of new stations, another critic says, will force radio to decide whether it will be content with a future limited to broadcasting of "canned music and news bulletins" or whether it is to bestir itself and again become a leading medium of entertainment.

"However," he adds, "it is to be doubted whether radio can succeed in recapturing the enthusiastic audience it once had and didn't know what to do with."

The editor-critics persevere in their standard laments over what they regard as radio's offenses, laments that have been present, most of them, at least, in every year of the 16-year old MOTION PICTURE DAILY-*Fame* poll.

Complete Results of 1951 Fame Radio Poll

THE complete list of winners in MOTION PICTURE DAILY's sixteenth annual radio poll for *Fame,* as voted by radio editors, critics and columnists of American newspapers and magazines, are presented herewith. Sponsors, advertising agencies, networks and broadcasting time (E.S.T.) are given for first place winners; networks only for second and third place winners.

CHAMPION OF CHAMPIONS

1. The Big Show (Reynolds Metals, Buchanan; Whitehall Pharmacal Co., John F. Murray; American Chicle, Sullivan, Stauffer, Colwell & Bayles; Liggett & Myers, Cunningham & Walsh—NBC, Sundays, 6:30-8:00 P.M.)
2. The Jack Benny Show (CBS).
3. The Bing Crosby Show (CBS).

MOST PROMISING STAR OF TOMORROW

1. Bob (Elliott) and Ray (Goulding) (Sustaining, NBC, Mondays through Fridays, 5:45-6:00 P.M., Saturdays, 8:30-9:00 P.M.; locally sponsored over WNBC, New York, Mondays through Fridays, 6:00-8:30 A.M.)
2. Giselle MacKenzie (NBC-CBS).
3. Margaret Truman (Guest Spots).

BEST COMEDIAN

1. Jack Benny (American Tobacco Co.—BBD&O — CBS, Sundays, 7:00-7:30 P.M.)
2. Bob Hope (NBC).
3. Herb Shriner (Guest Spots).

BEST COMEDIENNE

1. Eve Arden (Our Miss Brooks—Colgate-Palmolive-Peet Co.—Ted Bates—CBS, Sundays, 6:30-7:00 P.M.)
2. Tallulah Bankhead (NBC).
3. Marie Wilson (CBS).

BEST COMEDY TEAM

1. Dean Martin and Jerry Lewis (Whitehall Pharmacal Co., John F. Murray; American Chicle, Sullivan, Stauffer, Colwell & Bayles; Liggett & Myers, Cunningham & Walsh—NBC, Fridays, 8:30-9:00 P.M.)
2. Fibber McGee and Molly (NBC).
3. Bob (Elliott) and Ray (Goulding) (NBC).

BEST MASTER OF CEREMONIES

1. Bing Crosby (The Bing Crosby Show—Liggett & Myers Tobacco Co.—Cunningham & Walsh—CBS, Wednesdays, 9:30-10:00 P.M.)
2. Tallulah Bankhead (NBC).
3. Walter O'Keefe (NBC).

FILM PERSONALITY MOST EFFECTIVE IN RADIO

1. Ronald Colman (Halls of Ivy—Joseph Schlitz Brewing Co.—Young & Rubicam—NBC, Wednesdays, 8:00-8:30 P.M.)
2. Bing Crosby (CBS).
3. James Stewart (Guest Spots).

Radio Editors Vote CBS, Y & R Publicity Services Best in Sixteenth Annual Poll

Radio editors and critics participating in the 16th annual MOTION PICTURE DAILY-FAME radio poll gave a majority of their votes to Columbia Broadcasting System's publicity service, designating it the Best Network Publicity Service for 1951.

George Crandall

Harry Rauch

Young & Rubicam's Bureau of Industrial Service was voted the Best Individual Publicity Service for the year.

George Crandall is director of the CBS publicity department, and Harry Rauch heads Y & R's Bureau of Industrial Service.

It was the third consecutive year the CBS press department has captured a majority vote in the annual poll, and the second consecutive year for the Y & R Bureau. However, the voting followed the pattern of previous polls, with only a very few votes separating the first and second place winners. The NBC press department was second in the network division; ABC, third. Batten, Barton, Durstine & Osborn was second in the individual publicity service voting, and David O. Alber Associates third.

NBC Captures 11 'Firsts,' CBS 10

NBC edged out CBS by winning 11 first place awards to 10 in the 16th annual Motion Picture Daily-Fame radio poll of newspaper and magazine radio editors and critics for 1951.

ABC captured one first place and MBS one.

Secondary honors were divided as follows: CBS, 12 second places; one of which was a tie; NBC, eight second places; ABC, three, one of which was a tie, and MBS, one.

Third place winners: CBS, nine two of which were ties; NBC, six, one of which was a tie; ABC, six, one a tie, and MBS, one.

NBC swept two entire divisions taking first, second and third places in the Best Comedy Team and Best Musical Show classifications. CBS swept the Best Popular Male Vocalists division.

BEST POPULAR MALE VOCALIST

1. Bing Crosby (The Bing Crosby Show—Liggett & Myers Tobacco Co.—Cunningham & Walsh—CBS, Wednesday, 9:30-10:00 P.M.)
2. Tony Martin (CBS).
3. Frankie Laine (CBS, discontinued).

BEST POPULAR FEMALE VOCALIST

1. Dinah Shore (Procter & Gamble Co.—Benton & Bowles — CBS, Mondays through Fridays, 7:15-7:30 P.M.)
2. Jo Stafford (CBS).
3. Mindy Carson (NBC, discontinued; Guest Spots now).

BEST CLASSICAL MALE VOCALIST

1. Ezio Pinza (Guest Spots).
2. Mario Lanza (NBC).
3. Jussi Bjoerling (Guest Spots) and James Melton (Guest Spots), tied.

BEST CLASSICAL FEMALE VOCALIST

1. Marian Anderson (Guest Spots).
2. Lily Pons (Guest Spots).
3. Dorothy Kirsten (Guest Spots), Bidu Sayao (Guest Spots) (tie).

BEST STUDIO ANNOUNCER

1. Don Wilson (The Jack Benny Show—American Tobacco Co.—Batten, Barton, Durstine & Osborn —CBS, Sundays, 7:00-7:30 P.M.)
2. Harlow Wilcox (NBC).
3. Ken Carpenter (CBS), Ben Grauer (NBC) (tie).

BEST NEWS COMMENTATOR OR ANALYST

1. Edward R. Murrow (Amaco Gasoline Lubricants, Joseph Katz; Theodore Hamm Brewing Co., Campbell-Mithun—CBS, Mondays through Fridays, 7:45-8:00 P.M.)
2. Lowell Thomas (CBS).
3. Frank Edwards (MBS).

BEST SPORTSCASTER

1. Mel Allen (Special Sports Events)
2. Red Barber (CBS).
3. Harry Wismer (ABC).

BEST SYMPHONIC ORCHESTRA

1. NBC Symphony Orchestra (Sustaining, NBC, Saturdays, 6:30-7:30 P.M.)
2. New York Philharmonic Orchestra (CBS).
3. Metropolitan Opera Orchestra (New York) (ABC).

BEST DANCE BAND

1. Guy Lombardo (Your Hit Parade —American Tobacco Co.—Batten, Barton, Durstine & Osborn—NBC, Thursdays, 10:00-10:30 P.M.; also, Lombardoland, U.S.A.—sustaining, MBS, Saturdays, 9:30-10:00 P.M.)
2. Vaughn Monroe (CBS), Ralph Flanagan (ABC, discontinued) (tie).

BEST DAYTIME PROGRAM

1. Arthur Godfrey (Arthur Godfrey Time—The Toni Co., Foote, Cone & Belding; Reid-Murdock Division of Consolidated Grocers Corp., Weiss & Geller; Lever Brothers, Ruthrauff & Ryan; Pillsbury Mills, Leo Burnett & Co.; National Biscuit Co., McCann-Erickson; Liggett & Myers, Cunningham & Walsh—CBS, Mondays through Fridays, 10.00-11:30 A.M.)
2. Don McNeil's Club (ABC).
3. Against the Storm (ABC).

BEST DRAMATIC PROGRAM

1. Theatre Guild on the Air (U. S. Steel—Batten, Barton, Durstine & Osborn — NBC, Sundays, 8:30-9:30 P.M.)
2. Lux Radio Theatre (CBS).
3. Halls of Ivy (NBC).

BEST EDUCATIONAL PROGRAM

1. America's Town Meeting of the Air (Sustaining in New York, locally sponsored elsewhere, ABC. Tuesdays, 9:00-9:45 P.M.) and Invitation to Learning (Sustaining, CBS, Sundays, 11:35 A.M.-12:00 Noon) (Tie).
3. Mr. President (ABC).

BEST MYSTERY SHOW

1. Dragnet (Liggett & Myers—Cunningham & Walsh—NBC, Thursdays, 9:00-9:30 P.M.)
2. Suspense (CBS).
3. Mr. District Attorney (ABC).

BEST MUSICAL SHOW

1. The Telephone Hour (Bell Telephone Co.—N. W. Ayer—NBC, Mondays, 9:00-9:30 P.M.)
2. The Railroad Hour (NBC); The Voice of Firestone (NBC) (Tie).

BEST QUIZ SHOW

1. You Bet Your Life (DeSoto-Plymouth Dealers—Batten, Barton, Durstine & Osborn—NBC, Wednesdays, 9:00-9:30 P.M.)
2. 20 Questions (MBS).
3. Bob Hawk Show (CBS).

BEST AUDIENCE PARTICIPATION PROGRAM

1. You Bet Your Life (DeSoto-Plymouth Dealers—Batten, Barton, Durstine & Osborn—NBC, Wednesdays, 9:00-9:30 P.M.)
2. People Are Funny (NBC, discontinued; now CBS).
3. Bob Hawk Show (CBS).

BEST PUBLIC SERVICE PROGRAM

1. This I Believe (Sustaining, CBS, Mondays through Fridays, 5:55-6:00 P.M.)
2. Time for Defense (ABC).
3. Blood Donors' Marathon (CBS).

BEST NETWORK PUBLICITY SERVICE

1. Columbia Broadcasting System.
2. National Broadcasting Co.
3. American Broadcasting Co.

BEST INDIVIDUAL PUBLICITY SERVICE

1. Young & Rubicam.
2. Batten, Barton, Durstine & Osborn.
3. David O. Alber Associates.

MPAA Is Lining up Witnesses for Industry's TV Bid

Another round of discussions on the industry's TV bid to the Federal Communications Commission were held here yesterday by the programming and full TV committees of the Motion Picture Association of America.

A line-up of possible witnesses and the area of programming were highlighted in a morning session at MPA headquarters. In the afternoon, the full MPA TV committee held further discussions on the technical and commercial aspects of the industry's request for frequencies. Another meeting of the joint TV technical committee will be held in Washington on Jan. 29.

Among those attending yesterday's meetings were: James L. Fly, MPA TV attorney, who was chairman; Vincent Welch. MPA attorney; William Baltin, Columbia; Leopold Friedman, Loew's; Louis Novins, Paramount; Theodore Black, Republic; E. J. Smith, Jr., RKO Pictures; Norman Steinberg, 20th Century-Fox; Frank Cahill, Jr., Harry Goldberg and Stanleigh Friedman, Warner Brothers; Lester Isaac, Loew's; Richard Hodgson, Paramount.

Skiatron Complaint To Justice Dept.

WASHINGTON, Jan. 22.—The Justice Departments' anti-trust division has taken under consideration a protest from Arthur Levey, Skiatron's president, that most major studios will not make films available for the company's subscriber-vision TV tests. Only Paramount and RKO Pictures said they will make product available for the tests, under certain conditions.

While Department officials refused to comment, it was learned the protest has reached Justice, and that government attorneys are studying it. There was no indication how soon action might be expected.

Anti-trust division prodding was said to be largely responsible for the decision of major studios to make films available for Zenith Radio's Phonevision test last year.

NPA Color TV

(*Continued from page* 1)

and National Exhibitors Theatre Television Committee argued that the order was never meant to cover large-screen equipment but only home sets, and asked for an "interpretation" to this effect.

"The wording in the order is very clear," an NPA spokesman said today. "It prohibits the manufacture of all television equipment designed to show color and does not say just home television equipment. It could not be interpreted to mean anything else. It would take an amendment to the order, not just an interpretation, to rule otherwise."

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Television--Radio

Comment and Opinion

THE American Broadcasting Company now announces that it too has signed a sponsor—the Admiral Radio and Television Corp. —for its coverage of the political conventions in Chicago next July. Admiral will spend more than $2,000,000 on bringing the nominating conclaves into American living rooms.

Last week, the membership of the Association of the Bar of the City of New York voted down a committee resolution to ban radio and television coverage of public hearings held by Congressional committees. At the same time, radio and TV were barred from a hearing of the Senate District sub-committee investigating crime in the District of Columbia.

The radio correspondents association followed up by labeling the committee's action "discrimination" and said radio and TV afforded a witness better protection than the conventional type of news coverage.

These developments hang together for they touch on the all-important question of television's responsibility to the public. There is no doubt that television constitutes a vital and important medium of information and as such may give the viewer visual access to affairs that concern him and the welfare of the country. But somewhere the line will have to be drawn.

Television in the past year has figured importantly in Congressional hearings. Many felt that it served to turn the hearing room into a court-room through its natural tendency to dramatize. Come July, the wisdom of "sponsored" politics will undergo serious scrutiny. While TV will provide invaluable insight into politics at Chicago, it will also induce a touch of drama and showmanship.

The danger is that where no drama exists, TV will have to create it. The sponsors can reasonably expect "a good show" in the conventional meaning of the word. Conscious of the huge viewing audience, both the networks and the delegates will do their best to "produce" one, possibly at the expense of the serious business at hand.

☆ ☆ ☆

"Mr. I. Magination" staged its long overdue return to television on CBS-TV Sunday and in the very first show immediately endeared itself once again as one of the medium's outstanding and most entertaining children's shows. With Paul Tripp once again at the helm, director Fred Rickey took his company through a half-hour of the Indian Wars in a dramatization of "The Last of the Mohicans," starring little Butch Cavell as Unca. There are few children's shows on the air that have caught so completely the needs of the juvenile viewer. "Mr. I. Magination," thanks to Tripp, is a bright spot on the Sunday evening TV schedule.

☆ ☆ ☆

The frailties of television were underscored with embarrassing emphasis Sunday on Edward R. Murrow's Alcoa-sponsored "See It Now" TV show, ordinarily one of the best programs of its kind on the air. Murrow attempted to go through with a much-publicized TV pickup from a submerged submarine. It didn't come off. Everytime CBS switched to the sub, the picture "broke up." Instead of giving up, Murrow continued to try "to do it the old-fashioned radio way." Had he followed this thought through to the end, he might have had some substitute material ready. He might even have prefilmed the entire sequence. It's been done before.

☆ ☆ ☆

Now that television has adopted a Code of Ethics, a Code to which the radio broadcasters also subscribe, it may be time to start worrying about enforcing it properly. Lately, there have been two serious lapses. One occurred on Arthur Godfrey's early morning radio show when he gave out with long minutes of "off color" chatter. The other concerned the Celanese Theatre's "Reunion in Vienna" presentation. The Sherwood play was tastelessly executed and rightfully drew protests. Unless TV watches its step the FCC may step in to remind it of its responsibilities to the vast home audience.

☆ ☆ ☆

Exhibitors who worried about the effects of the Roy Rogers television show on their business can rest assured—there's never been a better example to demonstrate the superiority of the large screen in the presentation of film entertainment. Rogers' show is so confined in scope and so handicapped by lack of good material, that today's youngsters can not take it very seriously. Within a scant half-hour, Rogers and Dale Evans go through the motions, using very simple sets and performing with notable lack of enthusiasm. Rogers deserves a better break than this.

FRED HIFT

Denies Offer

(*Continued from page* 1)

statements which conflicted with testimony given previously in the hearing by Dr. Allan B. DuMont, president of the DuMont company. The current hearings, dealing with the question of Paramount's control of DuMont, will later go into the question of whether Paramount and any of its subsidiaries should own television stations in the light of the company's anti-trust history. They will also take up the proposed merger between United Paramount Theatres and American Broadcasting Co.

"I was not aware," Raibourn told FCC hearing examiner Leo Resnick, "that we had ever received a cash offer definitive enough to reject." This statement was at variance with DuMont's, who claimed that his company had made firmly-financed offers for Paramount's stock ranging form $6,000,000 to $12,000,000.

Raibourn also described an agreement written up in April, 1950, under the terms of which Paramount would convert its B stock holdings in the DuMont company into A stock. The A stock would then be sold in small holdings. Both he and DuMont discussed the proposal over a period of four or five months, he said, and had come to a final understanding on all terms. On the night when it was to be signed, he continued, DuMont appeared and refused to sign it on the grounds that "his banking friends" thought the Paramount-DuMont relationship had been "fortunate and successful," and that DuMont "should not throw it overboard."

In previous testimony, DuMont had stated that both he and Raibourn were in complete accord on the agreement and it was about ready to be signed when Paramount Pictures president Barney Balaban then inserted provisions in the agreement which DuMont found untenable and the agreement was scrapped.

Raibourn referred several times today to DuMont's reluctance to put up cash for the purpose of buying Paramount's stock.

Industry Men to Defense Dept. Fete

WASHINGTON, Jan. 22.—Support of the industry in the Defense Department's campaign for the procurement of women in the defense effort will be formally enlisted at a luncheon to be given tomorrow by Defense Secretary Robert Lovett.

Among industry officials who will be present are Eric Johnston, Ned Depinet, David Selznick, Abram F. Myers, Spyros Skouras, George Skouras, Arthur Mayer and Robert Coyne.

Harry Peck Dies

BOSTON, Jan. 22.—Harry Peck, 70, Boston advertising executive, well known in musical circles and nationally known as a publisher of theatre programs for the past 35 years, died at Quincy Hospital, Quincy, Mass.

Surviving are the widow. Mrs. Anne Peck, and a son, Clifford. Funeral services will be held tomorrow.

Charles Donald Fox Dies

JACKSONVILLE, Jan. 22. — Charles Donald Fox, author of a number of books about Hollywood and an editor of "Who's Who on the Screen," died here late last week after a brief illness.

20th Offers

(Continued from page 1)

ecutives attending of his belief that one of the greatest harms ensuing from the government anti-trust suits was the confusion it caused in studio release and exhibition booking plans.

The 20th-Fox advertising executive pointed out that completion of the release schedule also puts exhibition on a much better footing with home television, which also heralds coming attractions before they appear. TV, he went on, is no longer a curiosity and now "is reduced" to competing with films for the entertainment dollar. While home television programming remains on the whole poor, Einfeld stated, the quality of motion pictures has improved.

Aided by his staff, Einfeld presented advertising, publicity and exploitation plans for the first six months of this year, including plans for "Decision Before Dawn," "Japanese War Bride," "The Model and the Marriage Broker," "David and Bathsheba" and "Viva Zapata."

Among other speakers were Stirling Silliphant, publicity manager, Rodney Bush, exploitation manager, Alec Moss, advertising executive, Max Stern and Ira Tulipan of the publicity department.

Zanuck Here for 'Zapata'

Darryl F. Zanuck, John Steinbeck, Elia Kazan and Marlon Brando—the four behind the creation of "Viva Zapata!"—will be on hand for the world premiere of 20 Century-Fox's Academy Award contender at the Rivoli Theatre here on Feb. 7.

AT 20th's PRODUCTION SEMINAR

Photo Taken for Motion Picture Daily

(Left to right) Charles Einfeld, 20th Century-Fox vice-president in charge of advertising-publicity; Joseph Vogel, vice-president of Loew's, Inc.; Al Lichtman, director of distribution for 20th Century-Fox; Louis Schine of the Schine Circuit, and W. C. Gehring, executive assistant general sales manager of 20th-Fox.

Seeks Overseas Post On Cabinet Level

WASHINGTON, Jan. 22.—Rep. Celler (D., N. Y.) has introduced a bill to create a separate Department of Overseas Information to handle the government's overseas propoganda activities. The Department would rank with all other cabinet jobs.

The State Department recently put its overseas information program into a separate administration within the department, responsible directly to the Secretary. Celler's proposal would go one step farther.

70 Disc Jockeys Join In 'Wilson' Contest

Some 70 of the nation's leading radio disc jockeys from Coast to Coast have joined in the search among their listeners to find a new male singing star in a contest inaugurated by Universal in connection with the Frank Sinatra-Shelley Winters starrer, "Meet Danny Wilson," Universal reports.

The winner will be sent to Hollywood as a guest of Universal, will receive a Columbia Records recording contract, will appear on the Frank Sinatra CBS-TV show Feb. 19, will aid in the promotion of the film and will acquire title to the professional name "Danny Wilson."

Loew's Profit

(Continued from page 1)

cents per share, compared with $1,994,954, equivalent to 39 cents per share, in the corresponding period of the previous year.

Current and working assets at Aug. 31, totaled $113,948,402, compared with $114,161,876 a year earlier; current liabilities totaled $26,685,286, compared with $24,967,018.

Federal income taxes for the last fiscal year amounted to $6,382,738, against $4,753,557 for the preceding year.

1951 Operating Revenues

Operating revenues for 1950-51, including theatre receipts, film rentals, record sales and radio broadcasting, totaled $176,199,895, compared with $178,024,811 for the 1949-50. Operating and general expenses for the respective years were $147,812,121 and $151,655,672.

Cash on hand as of last Aug. 31 was $21,790,491. This included $4,211,902 cash in foreign countries, of which $3,540,707 has since been received in the U. S.

Film production inventories on Aug. 31 amounted to $77,864,042. This compared with $74,575,621 for the previous year.

The report to stockholders is made in a colorfully illustrated booklet of 20 pages, the cover of which displays in panorama scenes from the company's "Quo Vadis."

PARAMOUNT TRADE SHOWS
Monday Jan. 28, 1952
• • •
JOAN FONTAINE · RAY MILLAND
TERESA WRIGHT in
GEORGE STEVENS' production
"SOMETHING TO LIVE FOR"
with
RICHARD DERR · DOUGLAS DICK
Produced and Directed by
GEORGE STEVENS
Written by Dwight Taylor

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:30 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 400 North Preston Street	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	2 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2:30 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1:30 P.M.
JACKSONVILLE	FLORIDA STATE THEATRE SCREENING ROOM, Florida Thea. Bldg.	2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	1:30 P.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	2:30 P.M

Global Parley Set for 'Vadis'

Eighty-two Loew's International executives here and abroad will meet in Rome from March 23 to 29 to set a sales policy for "Quo Vadis" in what company spokesmen say will be the first global conference ever held in the industry for a single picture.

Arthur M. Loew, president of Loew's International, will preside at all sessions of the seven-day meeting, which will be attended by New York executives of the company, territorial directors, key sales heads and publicity chiefs. Thirty-seven countries, or every major market on both sides of the Iron Curtain in which American films are sold, will be represented.

Discussions of "Quo Vadis" sales policy will be led by Morton A. Spring, first vice-president, and Samuel N. Burger, international sales manager.

Round-table talks on selling methods and problems will be given by Sam Eckman, Jr., managing director of M-G-M Great Britain, N. Bernard Freeman, manager of Australia and New Zealand; Charles Goldsmith, coordinator of the British Empire countries; Dave Lewis, regional director for Europe; Seymour Mayer, regional director for the Far and Middle East, and Maurice Silverstein, regional director for Latin America.

Plans for publicity, advertising and exploitation will be outlined by Dave Blum, advertising-publicity director; Arthur Pincus, assistant director, and Morris Frantz, advertising dep't head.

Theatres, Admissions Increase in Canada

Toronto, Jan. 22. — Final figures of the Canadian government show 1,801 theatres in operation at the end of 1950, an increase of 70 over the preceding year. Paid admissions rose one per cent, to 231,747,000, while grosses totaled $82,708,000, an increase of seven per cent. Ticket taxes declined by $1,000,000, to $11,445,000.

MGM Refuses to Cut 'Quo Vadis' in U.K.

LONDON, Jan. 22. — Following a second viewing, and M-G-M refusing to make suggested cuts, the British Board of Film Censors today gave "Quo Vadis" an "X" certificate. This means that no child under age 16 may see the film. Licensing regulations demand that all advertising matter carry censorship category, but M-G-M jumped the gun by advertising the picture in advance of a censor ruling as an "A" or approved-for-all category film. The necessary change will have to be made in the ads in order to meet the new requirement.

In New York a spokesman for Loew's International, who on Monday reported that the cuts would be made by M-G-M to conform to British censor "A" category requirements, acknowledged yesterday that he was mistaken in giving out that information.

20th, Para. in 'IA' Agreement

Paramount's and 20th Century-Fox's first agreements with the IATSE covering home office "white collar" employes have been reached, it was revealed here yesterday by Russell M. Moss, executive vice-president of "IA" Motion Picture Home Office Employes Local No. H-63. In both cases pay increases averaging slightly over 10 per cent will be included in contracts.

Some 500 clerks, stenographers and messengers are involved, with the 20th Fox payroll listing 350 and Paramount embracing 150.

Both agreements will be for two years, will provide for union shops and grievance arbitration machinery as well as automatic pay increases after one year, based on the New York City consumers price index. A similar agreement is being negotiated with officials of RKO Pictures, Moss said. Some 350 workers would be affected at that company's home office.

Combats Compo Charge

Judge Carroll Walter yesterday reserved decision in New York County Court here on a motion by plaintiff Movietime, Inc., telephonic theatre program service firm, to strike from the answers to its suit against the Council of Motion Picture Organizations and other industry organizations references to plaintiff's alleged involvement in imparting racing information to gamblers. The suit asks an injunction to prevent the use of the term "Movietime" by COMPO.

B'nai B'rith Award To Kaye on Sunday

The annual B'nai B'rith "Award for Humanitarian Service" will be given to Danny Kaye, recently returned from entertaining UN troops in Korea and Tokyo, over the Coast-to-Coast facilities of NBC next Sunday afternoon, from 3:00 to 3:30 P.M. (EST).

The presentation will be made by Frank Goldman, president of B'nai B'rith.

Grainger Holding Regional Meet

NEW ORLEANS, Jan. 22.—The three-day regional meeting of Republic Pictures has opened here. J. R. Grainger, sales vice-president and general sales manager, is presiding, aided by R. G. Yates and Walter L. Titus.

Branch managers attending include L. V. Seichshnaydre, New Orleans; E. H. Brauer, Atlanta; J. H. Dillon, Charlotte; H. E. Laird, Tampa; N. Wyse, Memphis; D. Hunt, Oklahoma City; J. J. Hoolihan, Dallas and E. R. Collins and M. W. Scott of Hollywood.

'Vadis' to Oriental

CHICAGO, Jan. 22.—"Quo Vadis" has been awarded to the Oriental Theatre here to open Feb. 14. The picture was sold to the Oriental today after a second series of bids following rejection of all bids by M-G-M.

Happy Flash from Boxoffice:
(THERE ARE LOADS MORE!)

"ROOM FOR ONE MORE
should enjoy capacity business and unlimited praise in all its bookings!"

It's Warner Bros.' wonderful next! Starring Cary Grant and Betsy Drake

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 17 NEW YORK, U. S. A., THURSDAY, JANUARY 24, 1952 TEN CENTS

'Your Show of Shows' Wins 1951 TV Poll

Critics Pick It for 2nd Consecutive Year

"Your Show of Shows" was the Best Network Television Program of 1951, as it was in 1950, in the opinion of a majority of the American newspaper and magazine television editors and columnists participating in the third annual MOTION PICTURE DAILY-*Fame* television poll.

Max Liebman

The 90-minute Saturday night entry of NBC-TV, produced by Max Liebman and starring Sid Caesar and Imogene Coca, was responsible for bringing five first places in the poll to NBC-TV, one less than in 1950. In addition to being voted Best Network Program, it was named Best Comedy Show and Best Variety Program, and Caesar was tied with Jimmy Durante as TV's Best Comedian of 1951, while Miss Coca, was voted Best Comedienne.

Durante a Winner

The indestructible Durante was voted Best Performer on Television in 1951, overshadowing Caesar, who won that award in the previous poll, in addition to tieing with Caesar in the Best Comedian division.

Colgate Comedy Hour finished second in the Best Network Program division, top group in the poll, just ahead of Kukla, Fran & Ollie, a perennial favorite of the critics since the

(*Continued on page* 4)

Complete Results of TV Poll on Page 5

Complete results of the voting in the *Motion Picture Daily-Fame* third annual television poll are published on Page 5 of this issue.

Pictures of winners, adjudged by American newspaper and magazine television editors and critics to be the best on the air in 1951, are published on Page 4.

Showmen to Step Into Shoes of Convalescing Branch Manager

DALLAS, Jan. 23.—Fourteen exhibition leaders in this area will take over the duties of a distribution branch manager a week at a time during the manager's hospitalization.

At an executive committee meeting of Texas COMPO showmen, Claude C. Ezell, president, and associates, presented this idea of inter-industry cooperation in support of John J. Houlihan, branch manager of Republic in the Dallas exchange, when it was learned he would be confined to a hospital for 14 weeks after a spinal operation. The idea was supported by all those in attendance. Remarks from various exhibition heads and other executives of COMPO were typical of "The Big Heart of Texas." The tremendous efforts of Houlihan last fall in heading distribution in the COMPO organization were recalled.

Houlihan will go to the hospital Friday and on Jan. 28 Robert J. O'Donnell will take over the full responsibilities of branch manager at

(*Continued on page* 6)

Defense Drive Aid Pledged to Lovett

WASHINGTON, Jan. 23.—In consequence of a luncheon-conference in the Pentagon here today among top defense officials and representatives of the motion picture industry, a 10-minute short subject on the recruitment of women in all branches of the Armed Forces is expected to be produced for exhibition in theatres across the country.

Another result of the conference is likely to be the inclusion of footage on

(*Continued on page* 6)

2 Trust Suits Here For $4-Million

Two anti-trust suits asking triple damages totaling $4,022,461 were filed yesterday in U. S. District Court here against the eight major film companies by theatre corporations of Yonkers, N. Y.

Both suits charge monopoly in restraint of trade and allege unsuccessful efforts by the plaintiffs over many years to secure second-run product for theatres in Yonkers.

One of the actions, filed by Gormel

(*Continued on page* 6)

$2,642,240 Suit Names Loew's Int'l

Loew's International yesterday was named defendant in a $2,642,240 damage action alleging violation of distribution contracts which the Bank of America, National Trust and Savings Association, Enterprise Productions and Sunset Security Co., filed in U. S. District Court here.

The complaint charges that the defendant company violated a Jan., 1947 distribution agreement covering release of nine pictures in foreign coun-

(*Continued on page* 6)

TV Critics Clamor for Better Shows, New Faces

Television editors and columnists of American newspapers and magazines who added their personal comments to ballots in the third annual MOTION PICTURE DAILY-Fame television poll appear to be quite distressed about the state in which they found television programming in 1951. They had few orchids to dispense, but an abundance of scallions.

Better programs, better production and new talent constitute their most frequently reiterated cries for improvement. They look with jaundiced eye on the borrowing of "names" from radio and other entertainment media, names which with but few exceptions they feel have little to contribute to television, and most of which are but "on their way to another wake," as one critic put it.

They insist that television should make its own talent discoveries and development, and some express actual apprehension for policies which permit such TV discoveries as Dave Garroway to go unused for even a brief time, and Kukla, Fran & Ollie to be trimmed to half its program time.

Confessing he was "alarmed" by such developments, one editor remarked he considered them "evidence of an indifference to television quality that ultimately may degrade the whole industry."

There was considerable editorial comment on "bad taste" in dialogue and dress in television shows, in dramatic lines and situations, too.

A San Francisco editor com-

(*Continued on page* 4)

Top Producers Hail TOA's Coast Seminar

Zanuck, Schary, Warner, Others to Attend Parley

HOLLYWOOD, Jan. 23.—Theatre Owners of America's exhibition-production round-table conference scheduled for Jan. 30 in Los Angeles, which may yield sufficient pertinent information to cause the Council of Motion Picture Organizations to put off its projected similar seminar, was today welcomed in enthusiastic terms by leading producers.

Among the producers who expressed enthusiasm for the TOA conference were: Hal B. Wallis, Jerry Wald, Stanley Kramer, Steve Broidy, Darryl F. Zanuck, Herbert J. Yates, Dore Schary, Jack Warner and Screen Producers Guild president William Perlberg.

Coast film leaders who already have

(*Continued on page* 6)

20th Seminar In 5 Cities

Twentieth Century-Fox is planning to extend the seminar and merchandising meetings similar to that held at the home office Tuesday, throughout the country, it was disclosed here yesterday.

Contemplated cities where the sessions will take place include Atlanta, Dallas, Chicago, Denver and Los Angeles, where representative exhibitors in the area will be present to hear the company's merchandising plans for a full year's lineup.

Underlying the decision is the com-

(*Continued on page* 6)

Johnston Named to Point Four Post

WASHINGTON, Jan. 23.—Eric A. Johnston, president of the Motion Picture Producers Association of America, was "drafted" for government service a second time today when President Harry S. Truman asked him to become chairman of the International Development Advisory Board which supervises planning operations under the Point Four program for aid

(*Continued on page* 6)

4-Day Paramount Sales Meet Will Start Here Today

Branch managers and special field representatives of Paramount's Eastern, Southern and Mid-Eastern divisions will gather here today at the Hotel Plaza to hear A. W. Schwalberg, president of Paramount Film Distributing Corp., and other home office executives, outline the company's 1952 sales and merchandising policy.

A discussion of Paramount product for 1952 will lead off the four-day session, with individual handling of each and every picture to be stressed. All scheduled and tentatively scheduled releases will be analyzed from a sales, advertising, publicity and exploitation standpoint.

Among the pictures to be discussed are Cecil B. DeMille's "The Greatest Show on Earth," George Stevens' "Something To Live For," Hal Wallis' "Sailor Beware," Perlberg-Seaton's "Aaron Slick from Punkin Crick" and "Anything Can Happen," Leo McCarey's "My Son John," Pine-Thomas' "Hong Kong," Nat Holt's "Flaming Feather" and "Denver and Rio Grande," "Red Mountain" and "The Atomic City."

Schwalberg will conduct the meeting, while scheduled speakers for the first day include E. K. O'Shea, Jerry Pickman and Oscar A. Morgan. The meetings will be continued if necessary.

Univ. Board Hears Decca Plan Report

An informal interim report on the possible amalgamation of Universal Pictures Corp. and Decca Records was presented at yesterday's Universal board meeting, it was learned.

The report, described as still in the formative stage, received no expression of opposition from John Davis, managing director of the J. Arthur Rank Organization, who attended the meeting, according to an informed source. It was said that all board members are waiting to hear final recommendations before stating their position. It is hoped to have the report, or at least the outlines of it, ready for the April meeting of stockholders, the first such meeting since Decca's purchase of Universal stock.

One of the three members of the board committee working on the possible consolidation problem is Robert Benjamin, who represents Rank's bloc of Universal stock holdings. Preston Davie is committee chairman and William German is the other member.

Nate J. Blumberg, Universal president, was unable to attend yesterday's meeting due to illness. Davis, who was scheduled to leave here for London today, is reported planning to extend his visit for several days.

Delay Shea Hearing

The hearing on the petition of Dorothy Shea for an accounting of the Maurice A. Shea Trust was again postponed from yesterday to Jan. 30.

Personal Mention

STANTON GRIFFIS, retiring U. S. Ambassador to Spain and chairman of the Paramount Pictures executive committee, is due to return to New York from Madrid early next week.

•

M. L. SIMONS, M-G-M home office assistant to H. M. RICHEY, on Jan. 30 will address the Hazelton, Pa., Rotary Club, sponsored by ED CRAFT of the Paramount Penn Capitol Theatre of that city.

•

JOEL RABIN and his wife, the former JANET BLACKMAN, daughter of Republic executive IRVING BLACKMAN, announce the birth of a boy, RICHARD LEE.

•

BERNARD FELDMAN of the Warner home office playdate department and his wife announce the birth of a girl, DIAN CRYSTAL.

•

ARNOLD JACOBS, national sales manager of Discina International, has left New York for the Coast.

•

LOU J. KAUFMAN, Warner Theatres executive, is in Pittsburgh from New York.

FRED S. MEYER, in charge of labor relations at 20th Century-Fox studio, left here for the Coast yesterday.

•

EDWARD PESKAY, Eastern representative of producer HARRY POPKIN, is due back in New York early next week following a three-week visit to the Coast.

•

CHARLES M. REAGAN, vice-president in charge of M-G-M distribution, was a guest of "The Off-the-Record Club" yesterday at the 21 Club.

•

HAROLD WIRTHWEIN, Monogram and Allied Artists Western sales manager, has returned to Hollywood from a Midwestern trip.

•

PAUL N. LAZARUS, JR., Columbia executive, will return here from the West Indies by plane Monday.

•

JAMES MULVEY, president of Samuel Goldwyn Productions, will return here today from Washington.

•

HARRY BUCKLEY and MRS. BUCKLEY are in Phoenix, Ariz. from New York for a visit of several months.

FROM THE HEARTS OF A PEOPLE
VIVA ZAPATA!
starring
MARLON BRANDO
Produced by DARRYL F. ZANUCK · Directed by ELIA KAZAN · Written by JOHN STEINBECK
There's No Business Like 20 CENTURY-FOX Business!

Patterson Had Been At Hearing on Schine Divestiture

Robert P. Patterson, distinguished lawyer and former Secretary of War, who was killed in the Elizabeth, N. J., plane crash on Tuesday, was returning to New York City from Buffalo where he had made his first court appearance as attorney for the Schine Chain Theatres of Gloversville, N. Y., when the fatal accident occurred.

Judge Patterson had planned to return to New York by train but the hearing on the amended theatre divestiture order for the Schine Chain was concluded earlier in the day than had been expected and he requested associates in the Buffalo law firm of Raichle, Tucker and Moore to obtain an accommodation for him on the plane, which left Buffalo at 12:03 P. M. New York associates of Patterson said that the airline office in Buffalo took a seat on the plane from another passenger to accommodate Judge Patterson.

Retained Only Recently

His law firm, Patterson, Belknap and Webb, had been retained only recently in the Schine proceedings and it was the first time he had appeared in court to represent the theatre company. Judge Patterson also was special counsel for the American Society of Composers, Authors and Publishers. He represented ASCAP in the litigation brought by New York independent exhibitors which resulted in the decision by Federal Judge Vincent Leibell declaring ASCAP's collection of music performance fees from exhibitors to be illegal. He also represented ASCAP in the amendment of the decree governing its licensing methods and currently had been engaged in the proceedings to determine proper music licensing rates for ASCAP music used on television.

Several years ago Judge Patterson represented Charles Skouras, president of National Theatres, in an action brought by stockholders of 20th Century-Fox, parent company, contesting profit participation and other compensation arrangements. The action resulted in a limitation being placed on the compensation to be paid to Skouras. Judge Patterson also represented Darryl F. Zanuck in several contract and other personal legal matters.

Marcus Misses Plane Crash

WASHINGTON, Jan. 23.—Philip Marcus, Justice Department attorney, was in Buffalo yesterday to present the Schine consent decree to the District Court there. He was all set to fly home, when he suddenly remembered another matter he wanted to attend to, and stayed in Buffalo. The plane he did not take was the American airliner which crashed in Elizabeth.

Crouch to Sound Masters

William Forest Crouch, producer-director, has joined Sound Masters, Inc. as executive producer of a newly-organized television film unit, it was announced by president Harold E. Wondsel.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

TRADE SHOWING FLASH!

SCREENINGS JANUARY 30th

PREPARE A BIG FANFARE FOR WARNER BROS'. PRESENTATION OF

"BUGLES IN THE AFTERNOON"

IN COLOR BY TECHNICOLOR

ALBANY
Warner Screening Room
110 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave • 8:30 P.M

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 1:30 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 8:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 10:30 A.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

RAY MILLAND
HELENA CARTER
HUGH MARLOWE
FORREST TUCKER
IN
"BUGLES IN THE AFTERNOON"
color by
TECHNICOLOR
with
Barton MacLane • George Reeves
James Millican • Gertrude Michael
Stuart Randall • William "Bill" Phillips
Music by Dimitri Tiomkin Directed by Roy Rowland
Screen Play by Geoffrey Homes and Harry Brown
A William Cagney Production
Distributed by Warner Bros.

TV Critics

(*Continued from page 1*)

mented that "Television has a good conduct code. It had better make use of it. Its recent conduct is an invitation to local censorship and to Federal regulation."

From Connecticut came the observation that "Jerry Lester and others" should have their mouths washed with any good soap, advertised on TV or not, before every telecast.

Television commercials were roundly berated by the editors, regardless of the section of the country in which they do their viewing. The deluge of remarks on the subject seemed to be in agreement that (1) there are too many commercials on TV; (2) they are too lengthy, and (3), they are lacking in originality and, in most cases, a minimum of interest.

A well known New York City television editor points to "double and triple spotting around station-break time as not only aggravating but an audience-chaser."

Enough Is Enough

He points out that in current practice there usually is a lengthy commercial at the end of a program, followed by a 20-second announcement, an eight-second chain break announcement; another 20-second announcement, and then a lengthy commercial ahead of the next program.

Another New York City editor, writing in the same vein, registers his annoyance when, in addition to the interruptions mentioned above, there are the inevitable commercials within a program, "frequently breaking up the most important parts of dramas and feature films."

An irritated Buffalo critic, mentioning commercials on the Old Gold Amateur Hour, says he finds most of them propounded in an "obvious and insulting manner."

"TV advertisers," he remarks, "shouldn't try to bring billboards and pitchmen into the living room."

Other criticisms of TV as the critics find it are that it appears to be trying to outdo radio in offering more crime, horror and mystery programs than the latter can manage; that there are too many variety shows competing with one another and too few of them reveal any production quality; that there are too few good shows for children, and not enough good educational and public service programs.

Inferior Drama

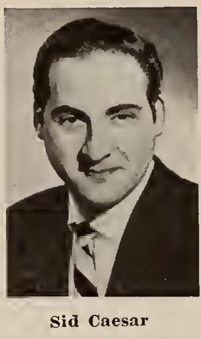
Television needs new dramatic material and most of the drama now on television "lacks polish" and shows the need for more rehearsals. A Philadelphia editor opined that Celanese Theatre was the only dramatic program on TV he felt had consistent, professional earmarks.

Slotting of good shows at the same time by rival networks ranks high among the critics' annoyances. So does the interjection of studio audiences and expressions of "surprise" at the appearance of a guest star whose presence was ballyhooed in advance, and the petitions to "Let's give her a big hand."

Most of the critics quite clearly have a lively interest in television, regardless of the faults they find with it. Some think that TV humor is beginning to improve. Others applaud the waning vogue of the plunging neckline. The increasing use of "live film" is regarded by all who commented on it as a big improvement over kinescoping. West Coast critics report that good work is being done on special events and express the hope that TV will continue with its attention to that field.

A New York City critic lamented that the poll did not permit him to vote for "Worst Program on Television." He wanted to name the Stork Club, he said.

Television's Best of 1951


Sid Caesar

Imogena Coca

Jimmy Durante

Herb Shriner

Lucille Ball

Worthington Miner
Producer, *Studio One*

Fred Waring

Martha Rountree
Producer
Meet the Press

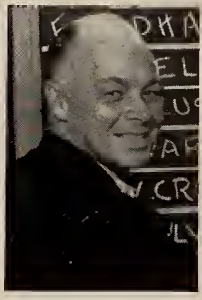
Groucho Marx

Burr Tillstrom
Producer
Kukla, Fran & Ollie

John Daly

George Feneman

J. C. Swayze


Jimmy Powers

Kate Smith

1951 TV Poll

(*Continued from page 1*)

first poll three years ago. It was voted Best Children's Program on TV for 1951. And NBC should see what those critics have to say about it for cutting Kukla, Fran & Ollie from 30 minutes to 15 late in 1951.

The critics' Kukla, Fran & Ollie vote enabled NBC-TV to make a clean sweep of the Best Network Program classification.

It edged out ABC-TV's Celanese Theatre by the narrowest of margins. Oddly, while regarding Celanese Theatre so highly for the Best Television Program classification, the editors failed to vote it among the first three in the Best Dramatic Program division.

Lucille Ball and Dinah Shore, late 1951 entries, nevertheless captured the critics' favor in a hurry. Miss Ball was voted television's Most Promising Female Star in a nip-and-tuck race with Miss Shore, who finished second. Miss Ball took second place to Miss Coca as television's Best Comedienne of 1951.

Herb Shriner captured the Most Promising Male Star vote, placing ahead of NBC-TV's guest personality, John Forsythe, and the same network's duo, Bob (Elliott) and Ray (Goulding).

Studio One was returned for another year as TV's Best Dramatic Program by the critics' vote. Another repeater was Fred Waring, whose show was voted the Best Popular Musical, and Groucho Marx, whose You Bet Your Life program was voted Best Quiz Show. Meet the Press took first again in the Best Educational or Public Service division, ahead of The Nature of Things and the Johns Hopkins Science Review. For Best Classical Musical program on TV in 1951, the critics again turned to Voice of Firestone.

CBS-TV's John Daly took the Best Master of Ceremonies' palm from Bert Parks, last year's winner, and George Feneman of the Groucho Marx program, replaced Bud Collyer as Best Announcer.

Kate Smith advanced from third place in the 1950 poll to first last year in the Best Daytime Program division. In the Best Sportscaster class, Jimmy Powers moved from second place a year ago to first place for 1951, and his Cavalcade of Sports was voted Best Sports Program of the year.

Man Against Crime ousted Suspense from first place in the Best Mystery Show division. John Cameron Swayze was voted TV's Best Newscaster of 1951, winning handily as he has in the other polls.

Complete Results of 1951 Television Poll

COMPLETE results of the voting by American newspaper and magazine television editors and columnists in MOTION PICTURE DAILY's third annual television poll for *Fame* are published herewith. Sponsors, agencies, networks and telecast time (E.S.T.) are given for first place winners; network only for others.

BEST NETWORK PROGRAM

1. Your Show of Shows (R. J. Reynolds Tobacco Co.—William Esty Co.; Benrus Watch Co.—J. D. Tarcher Co.; The S.O.S. Co.—McCann-Erickson; Lehn & Fink—Lennon and Mitchell; Eversharp—Biow Co.; Libby, McNeill & Libby—Batten, Barton, Durstine & Osborn; NBC-TV, Saturdays, 9:00-10:30 P.M.).
2. Colgate Comedy Hour (NBC-TV).
3. Kukla, Fran & Ollie (NBC-TV).

BEST TELEVISION PERFORMER

1. Jimmy Durante (rotating schedule on All-Star Revue; Pet Milk—Gardner Advertising, Inc.; Snow Crop Frozen Foods—Maxon Agency; Kellogg Foods—Kenyon & Eckhardt — NBC-TV, Saturdays, 8:00-9:00 P.M.).
2. Sid Caesar (NBC-TV).
3. Milton Berle (NBC-TV).

MOST PROMISING MALE STAR

1. Herb Shriner (Cluett, Peabody & Co.—Young & Rubicam—ABC-TV, Thursdays, 9:00-9:30 P.M.).
2. John Forsythe (NBC-TV guest star).
3. Bob (Elliott) & Ray (Goulding) (NBC-TV).

MOST PROMISING FEMALE STAR

1. Lucille Ball (Philip Morris & Co.—Biow Co.; CBS-TV, Mondays, 9:00-9:30 P.M.).
2. Dinah Shore (NBC-TV).
3. Maria Riva (CBS-TV).

BEST DRAMATIC PROGRAM

1. Studio One (Westinghouse Electric—McCann-Erickson; CBS-TV, Mondays, 10:00—11:00 P.M.).
2. Philco-Goodyear TV Playhouse (NBC-TV).
3. Robert Montgomery Theatre (NBC-TV).

BEST VARIETY PROGRAM

1. Your Show of Shows (NBC-TV. See Best Network Program).
2. Toast of the Town (CBS-TV).
3. Texaco Star Theatre (NBC-TV).

BEST COMEDY SHOW

1. Your Show of Shows (NBC-TV. See Best Network Program).
2. Colgate Comedy Hour (NBC-TV).
3. Red Skelton Show (NBC-TV).

BEST COMEDIAN

1. Sid Caesar (Your Show of Shows—NBC-TV. See Best Network Program) and Jimmy Durante (All-Star Revue—NBC-TV. See Best Television Performer). Tie.
3. Red Skelton (NBC-TV).

More Local TV Programs Praised By Editors; More Editors Doing the Praising

About double the number of local television programs mentioned by newspaper and magazine television editors and columnists in the 1950 poll were accorded special mention in the 1951 poll. Also, the number of television editors and critics voting increased by about 25 per cent in 1951 over the previous year's poll. Evidences, apparently, of television's continuing expansion.

In New York, WPIX won local commendations for its coverage of current events. Elsewhere in the East, WBAL, Baltimore, was cited for Prosperity Parade, and local plaudits went to Polka Revue, WEWS, Cleveland; Duquesne Show Time, Homestead, Pa.; Three to Get Ready, Philadelphia, and Charade Parade, Syracuse, among others.

Middle West local mentions included America at Church, WENR, Chicago; Melody Time, Kansas City; Two for the Show, with Marjorie Meinert, Davenport, Ia.; Press Conference, Detroit, and the St. Louis Symphonette, St. Louis.

Success Story is liked locally in Los Angeles, the critics say; Science in Action, in San Francisco; Rainier Ranch, with Texas Jim Lewis in Seattle; Fashions in Motion, Houston; Music City, U. S. A., Nashville, and Frosty Frolics, Pasadena.

BEST COMEDIENNE

1. Imogene Coca (NBC-TV—Your Show of Shows. See Best Network Program).
2. Lucille Ball (CBS-TV).
3. Martha Raye (NBC-TV).

BEST CLASSICAL MUSIC PROGRAM

1. Voice of Firestone (Firestone Tire & Rubber Co.—Sweeney & James Co.; NBC-TV, Mondays, 8:30-9:00 P.M.).
2. Ford Festival (James Melton) (NBC-TV).
3. NBC Symphony Orchestra (with Arturo Toscanini) (NBC-TV).

BEST POPULAR MUSICAL SHOW

1. Fred Waring Show (General Electric Co.—Young & Rubicam; CBS-TV, Sundays, 9:00-10:00 P.M.).
2. Paul Whiteman Revue (ABC-TV).
3. Dinah Shore Show (NBC-TV) and Your Hit Parade (NBC-TV) Tie.

BEST EDUCATIONAL OR PUBLIC SERVICE PROGRAM

1. Meet the Press (Revere Copper and Brass Co.—St. Georges & Keyes; NBC-TV, Sundays, 4:00-4:30 P.M.).
2. The Nature of Things (Dr. Roy K. Marshall) (NBC-TV).
3. Johns Hopkins Science Review (DuMont).

BEST QUIZ SHOW

1. You Bet Your Life (Groucho Marx) (DeSoto-Plymouth Dealers—Batten, Barton, Durstine & Osborn; NBC-TV, Thursdays, 8:00-8:30 P.M.).
2. What's My Line? (CBS-TV).
3. Who Said That? (NBC-TV).

BEST CHILDREN'S PROGRAM

1. Kukla, Fran & Ollie (Radio Corp. of America-J. Walter Thompson; Mondays; National Biscuit Co.—McCann-Erickson, Tuesdays and Thursdays; NBC-TV, weekdays, 7:00-7:15 P.M.).
2. Howdy Doody (NBC-TV).
3. Super Circus (ABC-TV).

BEST MASTER OF CEREMONIES

1. John Daly (It's News to Me—General Foods Corp.—Young & Rubicam; CBS-TV, Mondays, 9:30-10:00 P.M.).
2. Ed Sullivan (CBS-TV).
3. Arthur Godfrey (CBS-TV).

BEST TV ANNOUNCER

1. George Feneman (You Bet Your Life. See Best Quiz Show. NBC-TV).
2. Dennis James (ABC-TV; NBC-TV).
3. John Daly (CBS-TV).

BEST NEWS COMMENTATOR

1. John Cameron Swayze (Camel News Caravan; R. J. Reynolds Tobacco Co.— William Esty Agency; NBC-TV, weekdays, 7:45-8:00 P.M.).
2. Douglas Edward (CBS-TV).
3. Lowell Thomas (CBS-TV) and Edward R. Murrow (CBS-TV) (tie).

BEST SPORTSCASTER

1. Jimmy Powers (Cavalcade of Sports, Gillette Safety Razor Co.—Maxon, Inc.; NBC-TV, Fridays, 10:00-10:45 P.M.).
2. Mel Allen (Non-exclusive).
3. Ted Husing (CBS-TV).

BEST SPORTS PROGRAM

1. Cavalcade of Sports (See Best Sportscaster. NBC-TV).
2. Westinghouse Football Round-Up (Mel Allen—CBS-TV, seasonal).
3. Greatest Fights of the Century (NBC-TV).

BEST DAYTIME PROGRAM

1. Kate Smith Show (Cannon Mills—N. W. Ayer & Sons; Chesebrough Mfrg. Co. — McCann - Erickson; Durkee Foods—Meldrum & Fewsmith; Gerber Products—Federal Advtg.; Glidden Co.—Meldrum & Fewsmith; Hunts Foods—Young & Rubicam; Andrew Jergens—Robert W. Orr & Associates; Knomark Mfrg. Co.—Emil Mogul Co.; Pillsbury Mills—Leo Burnett Co.; Procter & Gamble—Dancer-Fitzgerald-Sample; Simmons Co.—Young & Rubicam; Simoniz Co.—Sullivan, Stauffer, Colwell & Bayles; Singer Sewing Machine—Young & Rubicam; NBC-TV, weekdays, 4:00-5:00 P.M.)
2. Garry Moore Show (CBS-TV)
3. Steve Allen Show (CBS-TV)

NBC-TV Captures 17 of 23 'Firsts'; Sweeps 5 Divisions

NBC-TV outshone its network competitors by far in 1951, in the opinion of the television editors and columnists of American newspapers and magazines who voted in the third annual MOTION PICTURE DAILY-*Fame* television poll.

NBC-TV programs and performers were voted 17 first places, one involving a tie between two NBC-TV personalities, to five firsts for CBS-TV and one for ABC-TV.

NBC-TV also had the greatest number of second and third places in the poll. The second place score was: NBC-TV, 11; CBS-TV, eight, and ABC-TV, two. Third place tally: NBC-TV, 14 with two ties; CBS-TV, eight with two ties; ABC-TV, two, and DuMont, one.

NBC-TV captured first, second and third place in five separate categories, Best Network Programs, Best Television Performers, Best Comedy Show, Best Comedian and Best Classical Music. CBS-TV swept two entire divisions—Best Mystery Programs and Best Master of Ceremonies.

Critics Find Only Three New TV Stars

Whether or not it is indication of television's complacency, lack of ingenuity, enterprise, or whatever, television editors and columnists participating in the third annual MOTION PICTURE DAILY-*Fame* television poll found only three new performers on whom to bestow their ballot accolades in 1951, as compared with 1950.

The three new performers whom the editor-critics singled out for praise were Jimmy Durante, Lucille Ball and Dinah Shore. Also, in voting the NBC Symphony Orchestra a place among the winners in the Best Classical Music division, the balloters singled out Arturo Toscanini for individual mention.

All other performers and programs which won top places in the 1951 poll were contestants or eligibles in television the previous year. In categories other than performers or programs, such as Best Master of Ceremonies, Best TV Announcer, etc., 1951 winners who did not figure in the 1950 poll's top places, nevertheless were on TV in the earlier year. They include John Daly, George Feneman, Jimmy Powers, Herb Shriner and others.

BEST MYSTERY PROGRAM

1. Man Against Crime (R. J. Reynolds Tobacco Co.—William Estv; CBS-TV, Fridays; 8:30-9:00 P.M.)
2. Suspense (CBS-TV)
3. Danger (CBS-TV) and Lights Out (NBC-TV) tie.

BEST COMMERCIAL PRESENTATION

1. Lucky Strike (on Robert Montgomery Theatre, American Tobacco Co.—Batten, Barton, Durstine & Osborn; NBC-TV, alternate Mondays, 9:30-10:30 P.M.)
2. Radio Corp. of America and National Biscuit Co. (on Kukla, Fran & Ollie) (NBC-TV)
3. Arrow Shirts (Herb Shriner Time) (ABC-TV)

Loew's Payment of Dividends Cited

Loew's, Inc., is the only one of the film companies listed on the New York Stock Exchange to have paid a cash dividend every year for 20 or more years, according to a joint report by the Exchange's member firms. Loew's dividend payments began in 1923.

Names Loew's Int.

(*Continued from page* 1)

tries. Specifically, it is alleged that Loew's International made improper overhead charges on the films, failed to give them exploitation and sales attention equal to that given M-G-M pictures and deceived the plaintiffs regarding the rate of exchange on revenue earned in Britain.

The pictures involved are: "Arch of Triumph," "Ramrod," "The Other Love," "Caught," "Force of Evil," "They Passed This Way," "Body and Soul," "Minor Vices" and "So This Is New York." The overall production cost of the films was indicated in the complaint to be $16,000,000.

'Improper' Deductions

Among the "improper" deductions for overhead listed in the complaint were electric lighting, sanitary service in theatres, theatre candy licenses, programs, dubbing and synchronization costs. These charges were made against box-office receipts, it is alleged. Moreover, the complaint contends the plaintiffs charged all income taxes against the pictures' earnings, thereby leaving Loew's International untaxed in connection with their distribution. The complaint was filed in behalf of the plaintiffs by the New York law firm of Schwartz and Frohlich.

A spokesman for Loew's International said here yesterday "no comment" when asked about the suit filed by Bank of America and others, against the company.

Defense Drive Aid

(*Continued from page* 1)

the subject in newsreels in the future.

The conference was held to discuss plans for the industry's help in promoting the recruitment of women. Secretary of Defense Robert A. Lovett was host at the luncheon, which was marked by brief speeches by Lovett and Assistant Defense Secretary Anna Rosenberg, expressing appreciation for the help the film industry had given the national war effort during World War II and the assistance it has already promised in the women's recruitment drive.

Declaring that he spoke for Ned E. Depinet, president of the Council of Motion Picture Organizations, and other industry leaders, Eric A. Johnston, president of the Motion Picture Association of America, responded with a brief speech pledging the industry's cooperation.

Present at the conference were: James A. Mulvey, Julian Brylawski, Robert E. Sherwood, Dallas Halverstazt, Spyros P. Skouras, Walton Ament, Mary McCall, Jr., Abram F. Myers, David O. Selznick, Jay Bonafield, Arthur Mayer, Depinet, and top officers of the various branches of the Armed Forces.

TOA Seminar

(*Continued from page* 1)

made reservations to attend the round-table are Zanuck, Schary, Warner, Y. Frank Freeman, William Goetz, Yates, Perlberg, Wallis, Kramer, Broidy, Roy Disney, Robert L. Lippert and Sol Lesser.

The round-table will be conducted in conjunction with the annual mid-winter TOA board meeting which will open Monday and continue through Thursday night, Jan. 31. All sessions, including the seminar, will be held in the National Theatres Building. Charles P. Skouras, TOA board chairman, will preside. Seventy TOA leaders will attend.

Wallis termed the forthcoming exhibitor - distributor conference "a healthy sign for the industry." Said Wald: "By such meetings as this a new and flourishing era of motion picture history is being born. This melting together of two great teams into one greater team can, with full understanding of all problems, surmount barriers that a few short months ago were looked upon as insurmountable."

COMPO's plans for a production-distribution-exhibition seminar are scheduled to be discussed at the all-industry organization's board meeting here on Feb. 14-15. The date for the seminar, if it is held, may be set for late rather than early this year as a result of the TOA round-table. TOA made plans for its seminar too long ago to abandon them at this time notwithstanding the plans COMPO has, it was indicated.

Other comments on the TOA conference by producers follow:

Kramer: "The need for exhibitors and producers to discuss mutual problems is greater today than it ever has been before. . . . I heartily welcome the conference."

Broidy: Industry progress in the past year "to a large degree has been a result of gatherings such as this where honest and frank discussions between exhibitors and distributors have been held."

Zanuck: "There has long been a crying need for the exhibitor and the producer of motion pictures to come together in goodwill and try to reconcile the differences in viewpoint and interests that have been creating a widening gulf between them."

Yates: "At this time, when the industry is faced with many vexing problems, there could be a no more welcome meeting than the one TOA has so judiciously scheduled."

Schary: "Our meeting Jan. 30, I am sure, will further cement our pleasant association."

Warner: "The TOA meeting in Los Angeles is another advance in the relationship between exhibition and production."

Perlberg: "An occasion such as this fills a long-felt need. . . . It should allow us—creative producers—to explain our attitudes and problems."

MGM Takes 3 More Bids

M-G-M has accepted bids for "Quo Vadis" for openings in three more cities: in Salt Lake at the Uptown on Feb. 26, at RKO's Albee in Cincinnati on March 4, and at the Mastbaum in Philadelphia on Feb. 7.

Meanwhile, at Loew's Warfield in San Francisco it has broken a 30-year record, both in the number of weeks the picture is playing and the box-office figure. The ninth week gross was $18,500.

NPA Cuts Asbestos For Theatre Curtains

Washington, Jan. 23.—The National Production Authority has issued an order limiting the use of asbestos fibre in theatre safety curtains. The order provides that manufacturers cannot use more than 50 per cent of the amounts used in an average 1948-1950 month.

Krim to Coast on U.A. Deals Today

Arthur Krim, United Artists president, will leave here for the Coast today for an extended visit during which he will work on new product deals for the company.

Robert Benjamin, U. A. partner, who was scheduled to leave with Krim, has postponed his departure for the Coast indefinitely, and Max E. Youngstein, U. A. vice-president, also scheduled to leave for the Coast today, has postponed his departure until late next week.

U. A. officials yesterday discounted published reports that a rapprochement between U. A. and Louis B. Mayer would be effected during Krim's visit to the Coast. There have been no new developments in that situation since last fall, at which time, as now, they were limited to the field of rumor. Further substantiating this viewpoint, Matthew J. Fox, U. A. partner, who probably would participate in any negotiations which might arise with Mayer, left the Coast last night for New York.

Draft Johnston

(*Continued from page* 1)

to under-developed nations. His previous government stint was 10 months as Economic Stabilization Administrator, a post he relinquished just a few weeks ago.

Johnston told a press conference today that "it was nothing that I personally sought or desired" and that when it was first put to him, "I felt I couldn't do it." He took the matter up with the company presidents when he met with them in Florida, however, he said, and they were "unanimous in their insistence that I take it."

The new assignment, which is without financial compensation, will require about five per cent of his time, said Johnston, adding that it will not interfere with his plans to spend a "great deal" of time in both New York and Hollywood. He added that he will go to Hollywood the last of this month for a "considerable stay" as it has been a full year since he had been there.

Gell to Make Eight For Screencraft

London, Jan. 23.—W. J. Gell, chairman of Monarch Films, said he has completed arrangements with Jack S. Berkson of Screencraft Pictures, New York, for the production of eight features here. Budgets will be on a 50-50 basis with the American contribution to be paid in dollars here.

Gell asserts he will be in sole charge of production, but that stories will be approved in advance by Screencraft.

Showmen

(*Continued from page* 1)

the Republic exchange. The following weeks' assignments have been volunteered by Col. H. A. Cole, co-chairman of Texas COMPO and chairman of the board of Allied of Texas: Phil Isley, Isley Theatres; H. J. Griffith, Griffith Theatre Enterprises; Julius Gordon, president of Jefferson Amusement Co.; Ed Rowley, president of Rowley United Theatres; Johnny Long, J. G. Long Theatres; Robert Euler, general manager of Tri State Theatres; Henry Hall, Rubin Frels, Henry Reeves, Wallace Blankenship and Mart Cole.

Ezell was named chairman of this special activity which will serve to further cement the motion picture industry in Texas into a cooperative group exemplifying the finest attributes of showmanship.

Extend Seminars

(*Continued from page* 1)

pany's belief that long-range planning of campaigns, will do much to increase attendance and offset other competition in the entertainment field.

Meetings in the principal territories will have as their objective the inspiration of showmen to set their theatre personnel to work early in order to make the most of their advertising, publicity and exploitation buildups.

Einfeld to Leave for the Coast

Charles Einfeld, vice-president of 20th Century-Fox, is slated to leave for the West Coast over the weekend to confer with vice-president Darryl F. Zanuck and studio publicity chief Harry Brand on merchandising plans for the company's 1952 line-up.

Two Trust Suits

(*Continued from page* 1)

Operating Corp., Terrace Theatre Corp., and Harold W. Freedman, claims damages totaling $2,977,476, for alleged losses sustained by the Terrace Theatre between 1925 and 1948 in consequence of deprivation of second-run product.

The other, which also names as defendants the Yonkers Operating Corp., Straham Corp., Central Amusement Corp., Yonkers, Inc., and Yonkers Theatre Corp., was filed by Yonkers Kent Corp. and Rojay Holding Corp. Total damages sought are $1,044,985, on the ground that the Kent Theatre, formerly known as the Cameo, was deprived of second-run product between 1940 and 1948.

The industry anti-trust suit, otherwise known as *U. S. Versus Paramount,* was cited in both complaints.

Painters Will Ignore Charter Revocation

Hollywood, Jan. 23.—The International Brotherhood of Painters, Decorators, Paperhangers and Joiners' notification to Painters Local No. 644 that its charter has been revoked will be disregarded, the local's business agent, Herbert K. Sorrell, has declared.

Revocation reportedly was due to the 300-member local refusing to obey the International's order to oust Sorrell who, backed by the local, led the Conference of Studio Unions in the 1945-46 studio strikes.

Raibourn Again Says DuMont Was Not 'Serious' in Offer

WASHINGTON, Jan. 23.—Under cross-examination by Federal Communications Commission attorneys, Paul Raibourn today repeated his contention that Allen B. DuMont Laboratories had never made a "serious" offer of $12,000,000 for DuMont stock held by Paramount Pictures, Inc.

Raibourn, vice-president of Paramount, treasurer of DuMont and a member of the board of both corporations, concluded, at the end of two days' appearance, his testimony on the question of Paramount's control of DuMont. His testimony conflicted with that given previouslv by DuMont president Allen B. DuMont, who declared that his company had made such an offer.

Expect Recess Until Feb. 4

The hearing is expected to recess tomorrow until Feb. 4, when it will resume to go into the proposed merger between United Paramount Theatres, Inc., and the American Broadcasting Co., as well as into the question of whether either Paramount company or any of their subsidiaries can own television stations in the light of their anti-trust history.

Tomorrow's witnesses will be Edwin Falk, DuMont's New York attorney, and J. P. Murtagh, partner in the law firm of Simpson, Thacher and Bartlett. They are expected to clear up conflicting testimony given by Dr. DuMont and Raibourn on a selling agreement which was reached but not signed by the two men in April, 1950.

Raibourn told FCC hearing examiner Leo Resnick that the $12,000,000 offer "was not mentioned seriously by any DuMont representative." He also declared that Paramount had never said it was not interested in a cash sale of its holdings, but that "there were ways we would rather sell than cash."

Asked by FCC attorney Frederick Ford to estimate the current market value of Paramount's DuMont holdings, Raibourn put it at "in excess of $10,000,000," but declined to be more specific. He said the Paramount directors never discussed the amount of cash for which they would sell the DuMont stock and that he didn't "think they will until they get an offer which will make it necessary for them to do so."

At Yesterday's Hearing

At yesterday's hearing Raibourn described negotiations which DuMont initiated in late1949 for the purchase of the Paramount stock by DuMont for $10,000,000. The negotiations were dropped, Raibourn declared, because "Dr. DuMont contemplated considerable expansion of his television set business and was unwilling to commit his company to that amount of money to purchase the stock. He felt that it would hamper the growth of the company."

Raibourn maintained that Paramount could have assumed control of the DuMont company at any time since its original $164,000 investment in 1938 by buying more stock. Paramount refrained from doing so, however, he said, because its original policy in regard to the DuMont company was to leave Dr. DuMont in control of the firm. Questioned about DuMont's proposal to reduce the number of Paramount directors on the DuMont board from three to one, Raibourn replied that three can't do any more than one in the way of controlling an eight-man board, but that three are "smarter" than one.

It was his impression, Raibourn said, that Dr. DuMont had always controlled the board of directors, and has "always operated the company during the entire time I've been with him." He explained that it was at Paramounts' instigation that the number of Paramount directors on the DuMont board had been reduced from four to three, to make the representation on the board more proportionate, after the company's outstanding A stock had been increased.

He declared, however, that in 1950, after the parent Paramount company split into two new companies and the value of Paramount Pictures' investment in DuMont became proportionally greater, Paramount put its top officers on the DuMont board because they wanted "stronger representation" because of the "value of their investment."

Set NPA Meet On Color TV

WASHINGTON, Jan. 23.—Separate conferences on the National Production Authority's ban on the manufacture of color television sets are slated in the near future between NPA officials and theatre representatives and manufacturers of home TV sets.

An NPA spokesman while rejecting the industry's bid that large-screen television should not be under the ban said that he was sure the agency would take some action on the letters of the Motion Picture Association of America, the Theatre Owners of America and the National Exhibitors Theatre Television Committee. The letters sought to lift the ban on color theatre TV. The industry meeting probably will come after Feb. 8, when an NPA meet with manufacturers is slated.

Indications were that Paramount's subsidiary Chromatic Television, Inc., would bring up at the Feb. 8 meeting the question of whether its tri-color tube is banned under the M-90 order. NPA says the tube is not banned in black and white sets but is ruled out for use in color sets.

Describe Tri-Art at SMPTE Meet Here

A description of Tri-Art's high-speed combination 35mm.-16mm. processing machine for color negative and color negative and color positive films was highlighted last night in an address by John G. Stott, vice-president of the Tri-Art Color Corp., before a meeting here of the Atlantic Coast Section of the Society of Motion Picture and Television Engineers.

Klein Joins New Circuit as Booker

The appointment of Harold J. Klein as film buyer and booker for the George Schwartz-Jean Goldwurn circuit, which includes three theatres here and one each in Chicago and Philadelphia, was announced yesterday. Klein resigned as film buyer and general manager for J. J. Theatres to take up his new affiliation.

SIMPP Settles For Five Permits Under Spanish Pact

The Society of Independent Motion Picture Producers has settled for a guarantee of five import licenses under the U. S. industry's agreement with the Spanish government which was signed in Madrid yesterday by Stanton Griffis, retiring U. S. Ambassador to Spain, and Spanish government officials.

The one-year agreement, which will go into effect on March 1, allocates 60 permits to the Motion Picture Association of America member companies, and 15 others which will be divided among United Artists, Republic and Monogram. The permits for the MPAA will be acquired directly from the Spanish government, while all others will be issued by Spanish film importing firms, according to export officials here.

In addition to the five licenses which will go to SIMPP producers, and the 15 which will be allocated to UA, Republic and Monogram, there are 20 more licenses which also will be channelled through Spanish importers. These may be "dipped into" by any and all U. S. prdoucers, including MPAA member companies. Hence, a total of 100 import permits are guaranteed to American distributors. Another 35, acquired and paid for prior to the signing of the pact, may be used also during the year.

The negotiations leading up to the pact were started some five months ago by John G. McCarthy, MPAA international department chief. The new pact replaces "the cumbersome and costly system heretofore in effect" and under which only 78 licenses were issued to U. S. films last year.

Herzog Is Named Cinecolor Head

Karl Herzog was elected president of Cinecolor Corp. at a meeting of the board of directors here, replacing John D. Kerr who resigned recently from the board and the presidency. Herzog, who has returned to the Coast, continues as treasurer of the company and a member of the board of the parent company and of its subsidiary, Cinecolor Realty Corp., as well as representative of Cinecolor, Ltd., of Great Britain.

Edwin Van Pelt of the Chemical Bank and Trust Co. and Murray McConnel, both of New York, were elected to fill two of the board vacancies created by the resignations of Kerr, Francis Hann and Maxwell C. King. The third vacancy will be filled on the Coast.

William Goetz Hits Hollywood Critics

PORTLAND, Ore., Jan. 23.—Reckless criticism of Hollywood was blasted here tonight by Universal production head William Goetz at a banquet held at the Masonic Temple in connection with a celebration on the occasion of the world premiere of U-I's "Bend of the River" at the Broadway Theatre.

Goetz declared, "The motion picture industry is the only industry which consistently contributes its talent, money and facilities to every worthwhile cause without any profit whatsoever to itself.

"In fact, Hollywood has become so generous in its contributions to all deserving causes, that these contributions have come to be taken for granted and are completely overlooked by those who seek to condemn Hollywood and its workers on the slightest provocation," said Goetz.

Thousands of visitors from the Northwest and press and magazine correspondents from every section of the country took part in a two-day "Covered Wagon Centennial" which was climaxed with the premiere.

Col. Meet Into 2nd Day

Columbia yesterday began the last of a series of four sales meetings at the Warwick Hotel here with home office executives, division and branch managers in attendance. The meetings will run for three days.

Representing the home office at the gatherings are general sales manager A. Montague; assistant sales manager Rube Jackter; Louis Astor, Louis Weinberg and Irving Wormser, circuit sales executives; George Josephs, assistant to Montague; and Maurice Grad, short subject sales manager.

Delegates from the field are I. H. Rogovin, New England division manager; Harry Weiner, division manager for Southern New Jersey and Eastern Pennsylvania; Lester Wurtele, Philadelphia branch manager; Jim Fater, Buffalo; Tom O'Brien, Boston; Walter Silverman, New Haven; Charles Dortic, Albany, and Ben Lourie, Chicago.

SEP Cites Drop in Theatre Attendance

As in the first installment a week ago, of the *Saturday Evening Post's* current three-part series on "Hollywood vs. Television," the most objectionable fodder for the second installment is provided by a part of the film industry.

Milton MacKaye, author of the series, concludes the installment which went on sale yesterday with figures credited to the Southern California Theatre Owners Association, an affiliate of Theatre Owners of America, which purport to show that the attendance habits of theatre-goers in that section dropped from 3.2 times a month, two years ago, to 1.3 times a month last spring.

"It seems quite possible," MacKaye writes, "that the very excellence of Paramount's KTLA (Los Angeles television station) may have something to do with the emptiness of the theatres that Paramount Pictures seeks to serve."

What many in the industry regarded as the most injurious part of the initial installment last week was the forecast by Charles Skouras, TOA board chairman, that television ultimately will close 50 per cent of the nation's theatres. S. K.

Senator Cites 'Bend'

WASHINGTON, Jan. 23. — Senator Morse (R., Ore.) took the Senate floor to praise Universal-International's new film, "Bend of the River." The film tells about the movement of pioneers into Oregon.

Motion Picture Daily Feature Reviews

"This Woman Is Dangerous"

(Warner Brothers)

AS a taut gangster melodrama, "This Woman Is Dangerous" presents symbols of good and evil in formula fashion. The cast is persuasive and the action crisp, all of which should make it popular at the box-office. David Brian plays a polished but hardened gangster and Dennis Morgan is a dedicated surgeon, with Joan Crawford wavering between them.

As the story opens, Miss Crawford, a member of a high-class gang, learns that she is losing her eyesight. The one ray of hope is an operation by brilliant surgeon Morgan. As Miss Crawford departs for Indianapolis for the operation, the F. B. I. picks up some clues and posts a watch over her as the best way to locate Brian.

The story, fashioned by Geoffrey Homes and George Worthing Yates, soon develops into a romantic triangle as Morgan falls in love with Miss Crawford, and Brian, learning of this, erupts into fury. Director Felix Feist has seen to it that there is no lag in action as such factors are brought into play while police are setting up their net, the suspense over whether the optical operation will be successful, and in general, the frenzied thrashing about of Brian.

The picture rolls to its conclusion with the main question being whether Miss Crawford will be regenerated under the guidance of Morgan, or whether she will return to Brian. She chooses the former. As for Brian, he goes gun-crazy and is brought to an ignominious end by the bullets of the police.

Others in the cast are Philip Carey, as the brother of Brian; Mari Aldon, as the former's wife; and Richard Webb, as an F. B. I. man. Robert Sisk produced. Running time, 100 minutes. General audience classification. Release date, Feb. 9.

MANDEL HERBSTMAN

"At Sword's Point"

(RKO Pictures)

FOR EVERY MINUTE of quiet conversation in "At Sword's Point" there are 10 devoted to obstreperous action in the forms of swordplay, revelry, horseback chases and other like diversions appropriate to the three sons and a daughter of the Four Musketeers of old. It goes almost without saying then that this Jerrold T. Brandt production, dressed in color by Technicolor and flourishing the extravagant costumes of 17th century France, will completely satisfy the appetites of devotees of swashbuckling drama. With names such as Cornel Wilde and Maureen O'Hara provided for the marquee, it seems certain that the patronage for this offering will extend considerably beyond merely the action fans. Hence, it appears to be a safe guess that gratifying business will accompany the various runs of this brisk, though well-worn, tale of heroism versus villainy.

The heroes are the sons of D'Artagnan (Wilde), Aramis (Dan O'Herlihy) and Porthos (Alan Hale, Jr.). The heroine is the daughter of Athos (Miss O'Hara) who accompanies the three young men on an expedition to rescue the Queen of France and its people from the sinister machinations of the power-greedy Duc de Lavalle (Robert Douglas). The villainous Duc is bent on marrying the Queen's daughter (Nancy Gates) and disposing of young Prince Louis (Peter Miles) so that France may be ruled with an iron hand. Wilde and Miss O'Hara pause from time to time for love-making, but never long enough to give their dueling equipment a real rest. (Yes, she too proves to be no mean hand at wielding a sword!)

The acting is broad, the action fast and the direction by Lewis Allen nicely measured to the screenplay by Walter Ferris and Joseph Hoffman. Also in the supporting cast are Gladys Cooper, June Clayworth, Blanche Yurka, Edmond Breon, and others. Running time, 81 minutes. General audience classification. For February release.

CHARLES L. FRANKE

"For Men Only"

(Lippert Pictures) *Hollywood, Jan. 23*

LIPPERT has a very good production in this one, lively and entertaining, woven around a tale about hazing as practiced at many schools and colleges, sometimes with disastrous results, as it does in this production, with the death of a student.

The story is quite factual and it is ably presented by Paul Henreid, who produced, directed and enacted the principal part, capably aided by players Margaret Field, Robert Sherman, Russell Johnson, Kathleen Hughes, Vera Miles, James Dobson, Douglas Kennedy, Robert Carson, Virginia Mullen, Steven Clark, Chris Drake, Bob Chapman, C. Z. Whitehead, Arthur Marshall and Frank Mathias. They work from a screenplay written by Leo Morheim, who also wrote the original story, with Herbert Margolies.

The narrative in setting forth some tragic aspects of hazing, links them with the inhibitive influence upon college authorities of their dependence on financial donors.

Henreid is a professor at Wake College who, after the death of the hazed student, launches a campaign to get hazing banned. The college executives and faculty, although sympathetic to his cause, withhold their support out of fear of financial reprisal, but he persists. To discredit him personally, the fraternity leader persuades a co-ed to bring charges of attempted misconduct against Henreid, and he is dropped from the faculty. It is not until Henreid has created a situation in which the fraternity leader, fearing he is about to be exposed, confesses his perfidious activities in the unknown presence of the college president, that the professor is cleared and reinstated, and hazing is banned.

The picture brings to the screen a large number of those "new faces" which exhibitors have been saying they want and need.

Running time, 93 minutes. General audience classification. Release date, Jan. 15.

"Invitation"

(Metro-Goldwyn-Mayer)

PATRONS who are lured out of their homes only by adult themes that are realistically treated will find highly satisfying entertainment in "Invitation." This story of a woman whose blissful marriage must expire within a year because she is suffering from a deadly heart condition is treated without any trace of real heaviness or morbidity. Indeed, thanks to director Gottfried Reinhardt's adroit hand, it proceeds with adventurousness and fluidity. Exhibitors will find good marquee appeal in the cast that includes Van Johnson, Dorothy McGuire, Ruth Roman and Louis Calhern. The overall production effect is one of polish and resourcefulness.

Miss McGuire plays the malady-ridden daughter of wealthy Calhern who sits in the sidelines and watches with secret envy as friends indulge in healthy outdoor sports. One day she is filled with esctacy and surprise as she is asked for her hand in marriage by Johnson who presumably was attached to Miss Roman. She marries him and goes on to have a wonderful honeymoon. Presently Miss McGuire begins to learn from innuendos stemming from Miss Roman that Johnson married her only because of a financial agreement with her father. This knowledge brings her close to a breakdown. Fortunately Johnson has fallen deeply in love with her and finally is able to prove this to her satisfaction. Also, as another bright ray in the screenplay by Paul Osborn, the picture ends with the possibility of Miss McGuire going on to live out her life in full health as a result of a forthcoming operation. The film was based on a story by Jerome Weidman and is studded with lavish scenic touches which add to its stature. Lawrence Weingarten produced.

Running time, 85 minutes. General audience classification. Release date, Feb. 1.

M. HERBSTMAN

"Red Skies of Montana"

(20th Century-Fox)

AN outdoor action drama highlighting the activities of the "smoke jumpers" of the U. S. Forest Service is presented in this 20th Century-Fox production. "Red Skies of Montana," starring Richard Widmark, should find a good market among action fans.

The color by Technicolor enhances hair-raising fire-fighting episodes, one of the most exciting of which is a scene of a forest fire engulfing a group of "smoke jumpers," the men who parachute from planes to combat the flames.

The story, which follows the pattern of many action films, finds Widmark in conflict with himself and his co-foresters when he alone of his crew escapes unscathed from a murderous fire. Widmark claims that he had blacked out, at the zenith of the horrible blaze. The doubt of his courage is not only felt by himself but by the son of one of his crewmen, Jeffrey Hunter. A nerve-racking duel, which finally turns to violence, is fought between the two principals before Widmark is vindicated.

Love-interest, kept at a minimum, is supplied by Constance Smith, Widmark's wife.

Others in the cast include Richard Boone, Warren Stevens, James Griffith, Joe Sawyer, Gregory Wolcott and Richard Crenna. Produced by Samuel G. Engel, the film was directed by Joseph M. Newman from a screenplay by Harry Kleiner, based on a story by Art Cohn.

Running time, 98 minutes. General audience classification. For February release.

MURRAY HOROWITZ

"Cry the Beloved Country"

(Zoltan Korda—Lopert Films)

THE cycle of "Cry the Beloved Country" from novel to play is now completed with a fine motion picture production. Alan Paton's screen adaptation of his popular story about the problems confronting whites and Negroes in South Africa had its American premiere at the Bijou Theatre here last night. This story of a Negro preacher's search for his errant son is told with great sensitivity and is almost Biblical in quality. The discriminating film-goer will find it extremely gratifying entertainment.

Canada Lee, as the preacher, turns in a masterly portrayal that spans a wide range of emotions. Indeed, performances all around are on a high level. Charles Carson plays the wealthy white man whose son was killed by Lee's son in a holdup; Sidney Poitier plays the part of another preacher, and Lionel Ngakane is the wayward son. Wisely, much of the picture was photographed in South Africa, thus adding a touch of visual authenticity to its social realism.

Against the background of the story are painted the conditions of life in South Africa and some of it is not morally uplifting. There is considerable pathos in Lee's long search for his son and, upon finding him, learning of the murder. Equally touching is the deep friendship which finally develops between the father of the murdered boy and Lee, as though through mutual tragedy, both learn the meaning of kindness and understanding.

Regrettably, the picture does not have the musical scores which made the Broadway play, "Lost in the Stars," so hauntingly beautiful.

A Zoltan Korda-Alan Paton production, presented by London Films, it was produced and directed by Korda.

The picture should do very well in art houses, and the high critical praise it will very likely get from Metropolitan papers reviewers can be a good factor in promotion and exploitation. Because of its theme of race problems, it seems headed for objections in certain sections of the country.

Running time, 105 minutes. Adult audience classification. Release date, Feb. 22.

M. HERBSTMAN

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 18 NEW YORK, U.S.A., FRIDAY, JANUARY 25, 1952 TEN CENTS

Insider's Outlook

By RED KANN

IF this turns out to be news to Al Lichtman and Charlie Einfeld, they're very welcome to it.

Perhaps the most sweeping reaction of all to 20th Century-Fox's merchandising seminar Tuesday came from a very well-known executive whose chief interest is in exhibition but whose activities are competitive in production and distribution as well. He remarked:

"It was interesting and instructive, very worthwhile. In fact, it was terrific. I hope my own company recognizes the wisdom of following suit."

■

A self-propelled prowl, suggested by nobody and nothing beyond a reportorial urge to learn what others thought, found agreement was general and in wholesale. The exhibitors who assembled to hear and to see how 20th-Fox was organizing its merchandising approaches to the next six months' product were interested. They liked what they were told. They were impressed with the thoroughness with which various avenues of advertising and exploitation had been investigated and the imagination which set out to capture the possibilities of the approaches. They reacted warmly to the thinking behind what they heard, which was to give them—the customers—first-hand information about the product coming their way between now and June. Not when playdates are snapping at their heels, but weeks in advance so that enterprise in showmanship can do something with the opportunity.

"At least, they know we're alive and are telling us what they are doing," a substantial cross-section of exhibition opinion agreed.

"At least, we're trying," remarked Lichtman privately after the meeting.

■

He was being unduly modest. It was better than just a try. The round of applause rolling out at the conclusion reflected genuine enthusiasm and appreciation for a plan well conceived and beautifully executed by a fast-stepping and fast-thinking staff, obviously aware of its responsibility and ready to acquit its assignment.

Sen. Johnson Demands End Of Color Ban

WASHINGTON, Jan. 24.—Senate Commerce Committee chairman Ed Johnson today raised his powerful voice in a strong attack on the National Production Authority's color television ban.

He declared the NPA order No. M-90 was "just another unwarranted crippling blow aimed directly and specifically at color television." In a letter to Defense Mobilizer Charles E. Wilson, Johnson pointed out that the NPA limits the amounts of materials going to set manufacturers anyhow. "What difference is there to the defense effort," he demanded, "once you have made the allocation of the materials, as to whether or not the materials are used for black and white, or color. This order is an attempt to regulate the end product."

Johnson pointed out that the Commerce Committee "has followed and nursed color television development

(*Continued on page 6*)

MorePara.-DuMont Witnesses Differ On Stock Disposal

WASHINGTON, Jan. 24.—Differing versions of why Dr. Allen B. DuMont refused to sign an April, 1950, agreement for the disposition of Paramount Pictures' stock in his company were given today by DuMont's New York counsel, Edwin A. Falk, and by J. P. Murtagh, a Paramount attorney who worked on the agreement.

The two testified on the final day of the Federal Communications Commission hearing which has been going into the question of Paramount's con-

(*Continued on page 6*)

Company Presidents To Hear TV Report

A progress report on the preparation of the industry's brief for the allocation of frequencies to theatre television will be rendered Tuesday at a meeting of the executive committee of the Motion Picture Association of America here.

Company presidents, in addition, are expected to take up the selection of studio witnesses to appear on behalf of the industry's bid to the Federal Com-

(*Continued on page 6*)

COMPO Board Meet Put Off to Feb. 20

The annual meeting of the Council of Motion Picture Organizations executive board and board of directors has been postponed from Feb. 14-15 to Feb. 20-21, for the convenience of members from distant points who have planned to attend the Feb. 25 hearing in Washington before the Federal Communications Commission on the allocation of theatre TV channels.

The COMPO meeting will feature an election of officers and discussion of industry public relations plans. It will be held at New York's Hotel Astor.

Set $150,000 Goal For Industry in Brotherhood Drive

An expanded goal of $150,000 in contributions to the National Conference of Christians and Jews from the motion picture industry was disclosed here yesterday by Henry A. Linet, publicity chairman for the industry's participation in the 1952 Brotherhood Week observance, Feb. 17-24.

George P. Skouras is general chairman for the industry campaign. His ideas for giving added meaning to Brotherhood Week were described to industry committeemen and trade press representatives at a luncheon at the Waldorf Astoria Hotel here yesterday. Trade press cooperation for the campaign was petitioned.

Stressing that there is really only one gilt-edged security in the invest-

(*Continued on page 3*)

Reagan to Preside at MGM Sales Meeting

Charles M. Reagan, M-G-M vice-president and general sales manager, will head a home office contingent leaving here Sunday for Chicago to attend a two-day sales conference of divisional heads which will get under way at the Ambassador East Hotel on Monday. With him will be Edward M. Saunders, assistant general sales manager; John P. Byrne, Eastern sales head, and H. M. Richey, exhibitor relations head.

Also to be on hand for the sessions will be John J. Maloney, Central sales head, from Pittsburgh; Rudy Berger, Southern, Washington; Burtus

(*Continued on page 3*)

South Lists 9 Trade Issues For TOA Meet

Martin to Take Problems To Coast Board Parley

ATLANTA, Jan. 24.—E. D. Martin, chairman of the Theatre Owners of America's eight-state Southeastern regional organization, was instructed at today's meeting here of the regional's leaders to take up with the TOA board nine trade relations issues that have been troubling exhibitors of the area.

The issues, which Martin will present in person to the TOA board meeting in Los Angeles next Monday-through-Thursday, are: (1) arbitration, (2) forcing of advanced admission prices through unreasonable percentages and subterfuge, (3) print shortages, (4) clearances, (5) development of new stars, (6) forced selling of pictures,

(*Continued on page 6*)

Philadelphia Next On 20th-Fox Series Of Regional Meets

First of the regional exhibitors' seminars and merchandising meetings to be held around the country by 20th Century-Fox will take place next Thursday at the Erlanger Theatre in Philadelphia.

Plans for the Philadelphia session were set up here yesterday in conferences between director of distribution Al Lichtman, vice-president Charles Einfeld, executive assistant sales manager W. C. Gehring, Glenn Norris, Atlantic division manager and

(*Continued on page 3*)

Consider Drive-in 'Co-op' Promotion

ALBANY, N. Y., Jan. 24.—A proposal that all New York State drive-ins join in a cooperative institutional advertising campaign for the opening of the 1952 season will be advanced at an Albany Theatre Owners of America drive-in section meeting scheduled for a date here within the next two weeks. In revealing the plan, temporary chairman Harry Lamont said he would like to have "the

(*Continued on page 3*)

UA to Release 5 in March

United Artists will release five features during March, William J. Heineman, UA sales vice-president, reported here.

The national release of S. P. Eagle's "The African Queen," which was directed by John Huston, on March 21, will highlight the month. The other films include Alexander Paal's "A Tale of Five Women," on March 7; the King Brothers' "Mutiny" on March 14, with color in Technicolor; the National Film Board of Canada's "Royal Journey" in the new Eastman negative-positive color process, also on March 14, and Franz and Edgar Eichorn's "Strange World," on March 28.

RKO to Distribute Israeli-Made Film

"The Faithful City," Israeli-produced film in English, will be released in the Western Hemisphere by RKO Radio, Ned E. Depinet, president, has announced.

The deal was negotiated between Robert Mochrie, RKO Radio sales vice-president, and Leonard Gruenberg, Metropolitan district manager, with M. Yona Friedman representing the Moledeth Film Co. of Israel. Producer-director of "The Faithful City," Josef Leytes also participated in the conferences and has been meeting with S. Barret McCormick, RKO Radio director of advertising, and Don Prince, Eastern publicity director, on campaign plans.

Phillips Files $750,000 Suit Against Majors

Chicago, Jan. 24.—George Phillips, owner of the Howard and Harding Theatres which he leases to Balaban and Katz, has filed an anti-trust suit in Federal District Court here asking $600,000 damages on the Harding and $150,000 on the Howard (both after trebling) for an alleged conspiracy on the part of Warner Brothers Theatres and the major film companies, excepting Universal, Columbia and United Artists, to hold the two theatres to the showing of films which reduced his return on percentage leases in the theatres.

Minelli's 'American' Cited

Hollywood, Jan. 24.—The Screen Directors Guild has announced that Vincente Minelli is the winner of the "achievement award" for his direction of "An American in Paris," named the best-directed picture released in the third quarter of 1951.

Dowden to Assist Brien

Edward C. Dowden, Jr. has been named assistant to Lige Brien, United Artists director of promotion and special events. For a number of years Dowden was associated with the March of Dimes in publicity posts and also served with Eagle-Lion and the J. Arthur Rank Organization.

Personal Mention

HENRY GINSBERG, accompanied by Mrs. Ginsberg, is due here from the Coast Sunday for an extended visit.

•

Leo F. Samuels, Walt Disney's Eastern sales representative; Card Walker, studio publicity head, and Charles Levy, Eastern publicity representative, joined Terry Turner, RKO Radio exploitation director in Boston last night from New York.

•

George Skouras, head of Skouras Theatres and United Artists Theatre Circuit, became a grandfather Wednesday night with the birth of a son, to be named Martin Eisenhower, to Mr. and Mrs. Martin Sweeney. The new mother is Skouras's daughter.

•

John J. Dervin, Stratford Pictures' sales manager, left here yesterday on a Midwestern trip and will return to New York next Wednesday.

•

Anne Harkavy, formerly associated with Edward Golden, is now with London Films here.

DAVID A. LIPTON, Universal vice-president in charge of advertising and publicity, left here yesterday by plane for the Coast.

•

Monroe W. Greenthal, head of the advertising agency of the same name, entered Madison Avenue Hospital yesterday for an emergency appendectomy.

•

Maurice N. Wolf, field assistant to H. M. Richey, M-G-M exhibitor relations head, will speak before the Sales Executive Club in Charlotte today.

•

Lee Koken, RKO Theatres vending head, will leave here today for New England on business and will return Monday.

•

Roland Gammon, *See* magazine's managing editor, arrived in Los Angeles yesterday from New York.

•

John P. Byrne, M-G-M's Eastern sales manager, is due back here tomorrow from Boston.

See Monogram Week Topping Last Year's

Hollywood, Jan. 24. — Monogram vice-presidents Morey R. Goldstein and Edward Morey will entrain tomorrow following a week's conference with president Steve Broidy and home office executives Harold Mirisch and G. Ralph Branton. Reports scanned by executives showed a substantial increase in bookings for Monogram Week, Feb. 10-16, over first Monogram Week observed a year ago.

Sullivan May Get Bid For Kefauver Post

Washington, Jan. 24.—Charles G. Neese, acting national chairman of the Kefauver-for-President Club, said he has recommended to Senator Kefauver that Theatre Owners of America executive director Gael Sullivan be brought into the Kefauver campaign, if willing. Sullivan would presumably get the post of Kefauver's campaign manager.

Patterson Burial in Arlington Today

Former Secretary of War Robert P. Patterson, who was killed in Tuesday's Elizabeth, N. J., plane crash, will be buried this afternoon in Arlington National Cemetery with full military honors. The plane crash occurred while Patterson was enroute to New York from Buffalo, where he appeared in court as attorney for Schine Chain Theatres.

President Truman, Secretary of State Dean Acheson, Secretary of Defense Robert Lovett and other high officials will attend funeral services.

Douglas Bacon Dies

Hollywood, Jan. 24. — Douglas Bacon, 43, art director for Warner Brothers since 1950, and with the studio since 1926, died in Glendale Community Hospital here yesterday.

Gulf Allied Forms Arbitration Group

New Orleans, La., Jan. 24.—An exhibitors' arbitration committee composed of representatives of Allied Theatre Service and United Theatres was formed at a Gulf States Allied luncheon held here. It was planned to invite other exhibitor representatives and circuit operators to become a part of this committee.

According to Abe Berenson, president, this committee would in no way interfere with nor affect the present national arbitration system sponsored by National Allied. The main function of the local committee will be to create better understanding between competitive situations and eliminate petty differences for the mutual benefit of any exhibitors who wish to avail themselves of this committee's operation.

Bennett to Speak at W. Pa. Allied Meet

Pittsburgh, Jan. 24.—Martin Bennett, in charge of all RCA theatre TV sales and installations, will be the principal speaker at a Western Pennsylvania Allied meet here on Feb. 13. Also, Morris Finkel, national director, will report on the Feb. 4-6 national Allied board meeting. All exhibitors and theatre managers, regardless of affiliation, are invited.

4-Theatre Opening For 'Green Glove'

United Artists' "The Green Glove" will have its world premiere in Los Angeles on Feb. 1 in the Chinese, Los Angeles, Uptown and Loyola theatres, sparked by an expanded advertising campaign set by Max Youngstein, UA vice-president and an advance premiere promotion conducted by Mori Krushen, Bill Pierce, Charles Leonard and Murray Lafayette.

Paramount Meet Opens

A. W. Schwalberg, president of Paramount Film Distributing Corp., opened the company's four-day sales meeting in New York yesterday with a discussion of plans for the individual handling of 1952 product.

Some 50 managers of exchanges in the Eastern, Southern and Mid-Eastern divisions, special field representatives, and home office officials, were present at the session in the Hotel Plaza.

The Paramount sales chief and other top executives expanded on distribution policies and decisions put forth at the recent division managers' meeting in New York.

Spanish Honors to Stanton Griffis

Stanton Griffis, United States Ambassador to Spain, who has resigned his post, has been awarded one of Spain's highest decorations by Generalissimo Francisco Franco — the Knight of the Grand Cross of the Distinguished Order of Charles III, according to dispatches from Madrid. It was the first such honor accorded an American Ambassador.

Albany TOA Meet Today

Albany, N. Y., Jan. 24.—A meeting of the temporary board of directors of Albany Theatre Owners of America will be held here tomorrow afternoon, at which time two resolutions forwarded from national TOA will be considered and other matters will be discussed. Additional directors may be named, temporary chairman Harry Lamont said.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

COLUMBIA PICTURES presents
BRODERICK CRAWFORD
DONNA REED · JOHN DEREK
in
Scandal Sheet
in Person
THE INK SPOTS ★ SARAH VAUGHAN
ERSKINE HAWKINS
And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

SAMUEL GOLDWYN'S "I WANT YOU"
Now! CRITERION Broadway at 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

NEWS in Brief . . .

HOLLYWOOD, Jan. 24.—The Screen Producers Guild approved, for submission to the full membership next Monday night, a change in the by-laws which would admit to membership, previously restricted to non-executive producers, studio production heads who personally produce films.

•

MINNEAPOLIS, Jan. 24. — Ray B. Lehrman, owner of the Northtown Theatre here and former Columbia booker, has formed Lehrman Allied Theatres Booking and Buying Combine. Headquarters will be at the Northtown.

•

The Council of the Authors League of America has passed a resolution scoring "today's growing practice of blacklisting" screen, radio and TV writers which, it declares, "constitutes a basic threat to the entire body of free American writing."

•

Although Screen Actors and Screen Extras guilds will not be part of the studies by the Universities of California and Cornell to determine the advisability of a merger of Television Authority's five labor unions and guilds with TVA itself, the Coast talent unions have indicated they are "vitally interested" in the studies and will make their facilities available to the universities' representatives, I. B. Kornblum, TVA's West Coast attorney, reported here.

•

HOLLYWOOD, Jan. 24.—The Legion of Decency's condemnation of "Latuko," which opened at Fanchon-Marco's Hollywood Paramount theatre last Friday, will not affect his plans for the engagement, Harry Arthur said. He states, however, that the picture's place is in art theatres, to which status he last week converted the Paramount.

The picture is being held over for a second week.

Meanwhile, the attention of Catholic pastors in the Los Angeles diocese has been called to the "C" (condemned) rating given the picture by the Legion, through a message in the current issue of "Tidings," diocesan publication, written by Archbishop J. Francis A. McIntyre.

•

Macy's February choice for the "film-of-the-month," which like previous choices will be heralded in large newspaper advertisements, is 20th Century-Fox's "Phone Call from A Stranger," Charles Einfeld, 20th-Fox vice-president in charge of advertising, publicity and exploitation, disclosed here.

•

HOLLYWOOD, Jan. 24.—The IATSE has won a National Labor Relations Board election as bargaining agent for cartoonists employed by M-G-M, Walt Disney, Warners, Walter Lantz, and United Productions. Cartoonists, in voting, chose "IA" over the Screen Cartoonists Guild.

•

LONDON, Jan. 24.—Associated British Pictures Co. has declared an interim ordinary dividend of seven and one-half per cent, maintaining last year's level.

•

CHICAGO, Jan. 24.—Oriental Theatre, which will open "Quo Vadis" here Feb. 14, will show the picture on a continuous performance policy with a top of $1.25, it was announced today.

Francavilla Will Organize Radio-Video for IATSE

John J. Francavilla has resigned as president and business agent of IATSE New York Laboratory Technicians Local No. 702, effective Feb. 1, to accept appointment as international organizer of the "IA's" new radio-television division.

Established a year ago by Richard F. Walsh, "IA" international president, the radio-TV division has advanced considerably on a campaign to organize all classifications of workers in the field. Francavilla's appointment is understood to signal "IA" determination to intensify its efforts in organizing the field.

The laboratory local will give a testimonial dinner to Francavilla at the Hotel New Yorker here on Feb. 2.

A heated contest is expected to develop for the post Francavilla will vacate. Among those who are expected to run for it are George Waugh, the local's secretary-treasurer, Charles Voepel of Paramount News' laboratory and Vera Dorey of DeLuxe Laboratory.

Voepel attempted to oppose Francavilla in the last "702" election, but was ruled ineligible for nomination on a technicality. He is said to be eligible for nomination this year.

Mayer, Battison Elected by NTFC

Archie Mayer, president of Unity Television, was elected chairman of the board of the National Television Film Council, and John Battison, television consultant and producer, was elected secretary, at the first meeting of the new board.

The meeting was called by NTFC president Melvin L. Gold of National Screen Service, who announced that the previously elected secretary, Bob Paskow, asked to be relieved of office. The next meeting of the Council will be held on Jan. 30.

UK's Better Business Drive Discontinued

LONDON, Jan. 24.—Ralph S. Bromhead will relinquish his duties as head of the British film industry's Better Business Campaign at the end of this month. It is understood the organization will be liquidated due to lack of funds.

The Campaign was organized as a British counterpart of the American "Movies Are Better Than Ever" drive. One of its contributions, the establishment of a film trailer publicizing current releases over B.B.C. television, was just begun on Jan. 18 but will continue. It is estimated 3,000,000 persons saw the first film telecast.

Unions Hit Sale of Warner's U.K. Studio

LONDON, Jan. 24.—Opposition, particularly among studio unions, to the projected sale by Warners of its Teddington studios to the Hawker Aircraft Co., has developed here.

Both Tom O'Brien of the National Association of Theatrical and Kine Employes, and George Elvin, Association of Cine and Allied Technicians, have protested to the Board of Trade, Elvin suggesting that the Board prohibit the sale, which has not yet been completed.

2 More Tents Elect Officers for 1952

Two more Variety Clubs, Wisconsin's Tent No. 14 and New England's Tent No. 23, have elected officers for 1952.

The New England club's officers follow: Chief barker, Walter Brown; first assistant chief barker, Max Levenson; second assistant, Philip Smith; secretary, Michael Redstone, dough-guy, Louis Richmond and William Koster, executive director.

Tent No. 14's new officers are: Chief barker, Ray Trampe; first assistant, Samuel Kaufman; second assistant, Harry Mintz; property master, William Pierce; dough guy, Harold Pearson. Board of directors are: L. F. Gran, Gordon Hewitt, Oliver Trampe, Howard Gleason, Morey Anderson, and Karl Kelly.

Charles Moss Heads Boy Scouts Drive

Charles B. Moss, executive director of B. S. Moss Theatres, has accepted the chairmanship of the amusement division for the 1952 finance campaign of the Greater New York Councils of the Boy Scouts of America.

Walter Reade, Jr., president of Walter Reade Theatres, is chairman of the independent and circuit theatres committee in the amusement division and Charles J. Feldman, sales vice-president of Universal, will be chairman of the producers and distributors committee. Their campaign goal is $2,000,000.

Film Festival for Chicago's Clark

CHICAGO, Jan. 24. — The Clark Theatre in the Loop here will initiate a "Film Festival" on Feb. 15, to run through Feb. 24, during which 30 of Hollywood's "most famous films" will be shown on a double-feature basis, it was announced here by Bruce Trinz, general manager.

The Clark will maintain its around-the-clock policy for the festival, with the last show starting at 4:00 A.M. The bill will change daily in accordance with the theatre's regular policy and there will be no increase in prices.

Hendel to Manage for UA in Pittsburgh

James Hendel has been appointed branch manager for United Artists in Pittsburgh, replacing Mannie Trautenberg who has resigned to enter another business, it was announced by William J. Heineman, UA sales vice-president in charge of distribution.

Universal Sets Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of $1.06 per share on the 4¼ per cent cumulative preferred stock payable March 1 to stockholders of record on Feb. 15.

NCCJ Goal

(*Continued from page 1*)

ment market today, one that has paid dividends from the beginning of civilization, the "Bond of Brotherhood," Linet called upon members of the industry to help market it. He pointed out that past experience has indicated that the money needed by NCCJ from the motion picture industry comes through three general sources and disclosed that it is hoped to realize $75,000 from the home office personnel of producing and distributing companies; not less than $50,000 from theatres in the Greater New York area and throughout the country in view of Skouras' personal participation in this phase of the drive, and a final $25,000 from the personnel of distribution branch offices.

Linet disclosed that the publicity committee this year will effect a saving of $15,000 in operating costs in the campaign by doing away with the customary press book and other theatre accessories employed in the past.

Among the NCCJ workers at the luncheon were: Ned E. Depinet, J. Robert Rubin, Max E. Youngstein, Si Seadler, L. E. Thompson, Walton Ament and W. C. Gehring.

20th-Fox Seminars

(*Continued from page 1*)

Sam Diamond, Philadelphia branch manager.

Nearly 1,000 exhibitor representatives from the territory are expected. Einfeld will take his department heads and staff to Philadelphia on Thursday to present the company's merchandising plans for the 1952 lineup.

In similar fashion to this week's merchandising meeting in New York, all exhibitors attending the meeting will be supplied with working kits of material for early launching of campaign plans on the upcoming pictures.

The decision to launch the first of the sessions in Philadelphia next week will postpone Einfeld's trip to the Coast where he was scheduled to meet with studio executives on Monday.

'Co-op' Promotion

(*Continued from page 1*)

whole countryside" covered with the announcement: "Drive-ins are now open."

The poster sheets would be institutional in nature and advertising. No particular drive-in could carry slogans like "The Best in Entertainment" and "No Parking Problem," Lamont pointed out. He operates six drive-ins upstate.

Lamont said that if 40 drive-ins of the Albany exchange district would join, he thought the cost of one sheets "could be reduced from $16 or $17 to $4." This would be done by the purchase of lots of four or five thousand. Lamont also visualizes the possible use of two and three sheets.

Reagan to Chi.

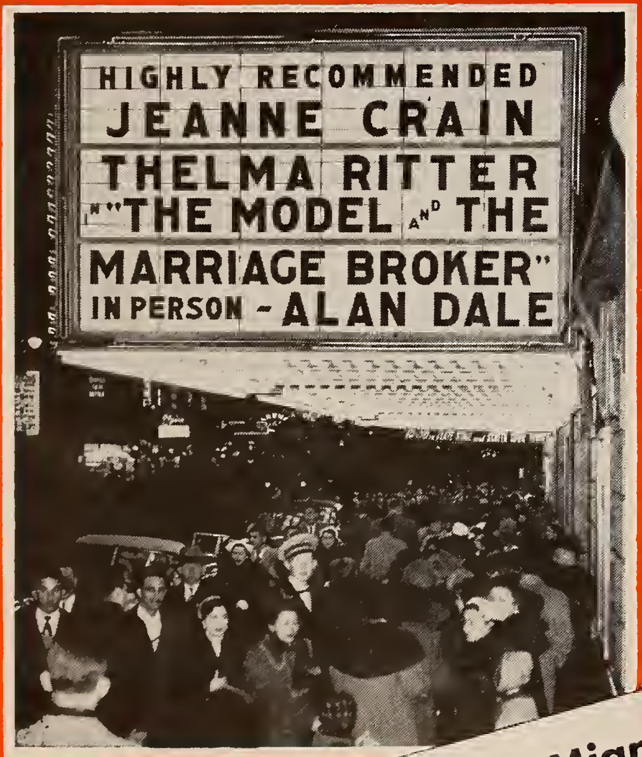
(*Continued from page 1*)

Bishop, Jr., Midwestern, Chicago; John S. Allen, Southwestern, Dallas; George A. Hickey, Western, Los Angeles.

The principal topic on the agenda will be "Quo Vadis," which has already been set in a number of cities for indefinite engagements.

CUPID TAKES OVER TO GIVE BASHFUL BOXOFFICES A SHOVE IN THE RIGHT DIRECTION!

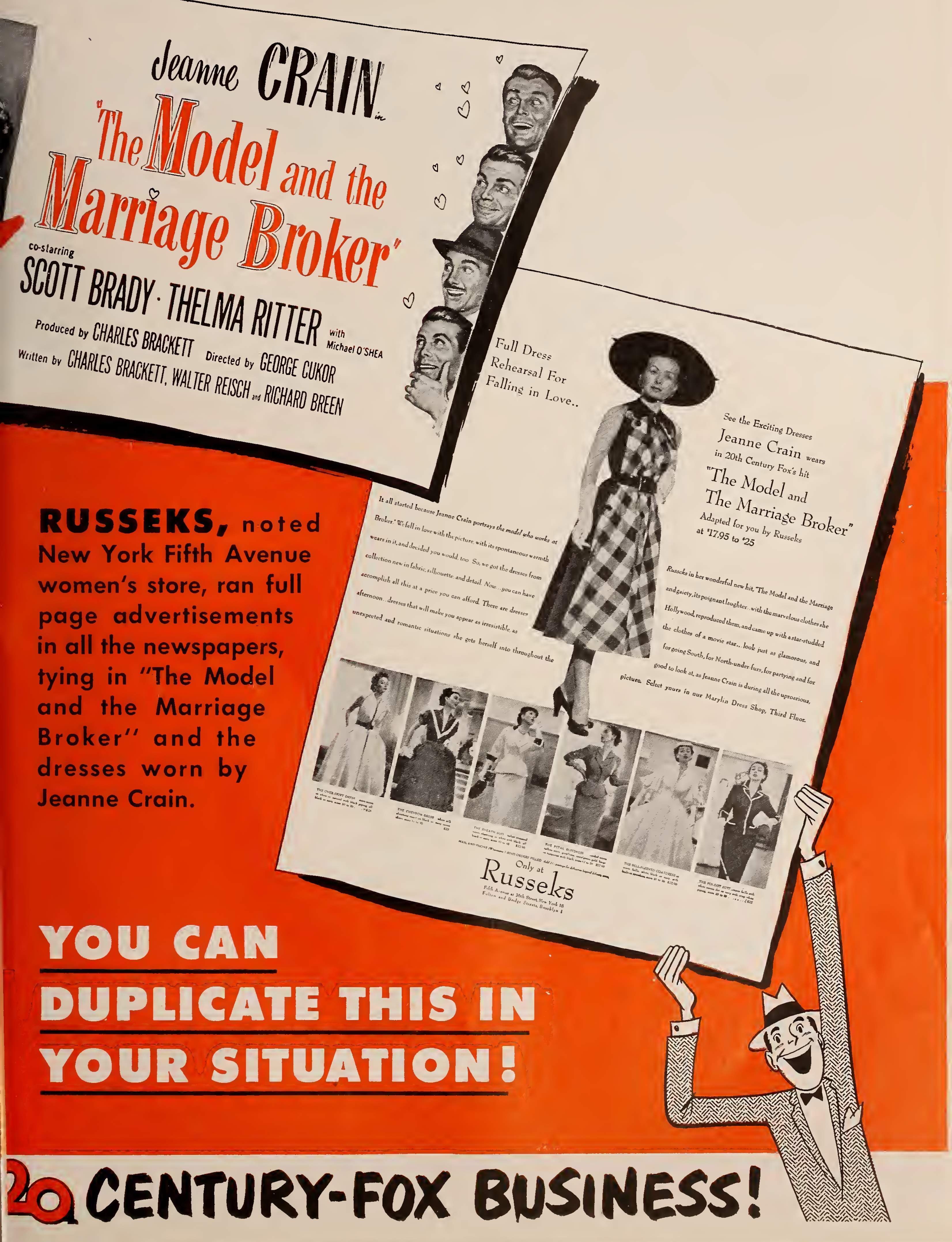
RESULTS GUARANTEED!


HIGHLY RECOMMENDED
JEANNE CRAIN
THELMA RITTER
IN "THE MODEL AND THE
MARRIAGE BROKER"
IN PERSON - ALAN DALE

ROMANCE IS RAMPANT at the Roxy Theatre, New York, and **BUSINESS BETTER THAN IT HAS BEEN IN A TWELVE-MONTH,** as "The Model and the Marriage Broker" lines up the crowds — inside and outside the theatre — eager to see 20th Century-Fox's gayest comedy!

...Same success story in Miami, Washington, Wichita, Hartford, New Haven, Springfield, Los Angeles, Toronto! EVERYWHERE!

THERE'S NO BUSINESS LIKE



Jeanne CRAIN in
"The Model and the Marriage Broker"
co-starring
SCOTT BRADY · THELMA RITTER with Michael O'SHEA
Produced by CHARLES BRACKETT Directed by GEORGE CUKOR
Written by CHARLES BRACKETT, WALTER REISCH and RICHARD BREEN

Full Dress
Rehearsal For
Falling in Love..

See the Exciting Dresses
Jeanne Crain wears
in 20th Century Fox's hit
"The Model and
The Marriage Broker"
Adapted for you by Russeks
at $17.95 to $25

It all started because Jeanne Crain portrays the model who works at Russeks in her wonderful new hit, "The Model and the Marriage Broker." We fell in love with the picture, with its spontaneous warmth and gaiety, its poignant laughter.. with the marvelous clothes she wears in it, and decided you would, too. So, we got the dresses from Hollywood, reproduced them, and came up with a star-studded collection new in fabric, silhouette, and detail. Now.. you can have the clothes of a movie star... look just as glamorous, and accomplish all this at a price you can afford. There are dresses for going South, for North-under furs, for partying and for afternoon.. dresses that will make you appear as irresistible, as good to look at, as Jeanne Crain is during all the uproarious, unexpected and romantic situations she gets herself into throughout the picture. Select yours in our Marylin Dress Shop, Third Floor.

THE OVER-SKIRT DRESS

THE CHEVRON DRESS

THE SHEATH SUIT

THE PETAL SUITDRESS

THE BELL-SLEEVED COATDRESS

Only at
Russeks
Fifth Avenue at 36th Street, New York 18
Fulton and Bridge Streets, Brooklyn 1

RUSSEKS, noted New York Fifth Avenue women's store, ran full page advertisements in all the newspapers, tying in "The Model and the Marriage Broker" and the dresses worn by Jeanne Crain.

YOU CAN DUPLICATE THIS IN YOUR SITUATION!

20 CENTURY-FOX BUSINESS!

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS
of
"ROAD AGENT"

ALBANY
Fox Scr. Rm. Wed. 2/6 12:00 Noon
1052 Broadway
ATLANTA
RKO Scr. Rm. Wed. 2/6 10:30 A.M.
195 Luckie St. N.W.
BOSTON
RKO Scr. Rm. Wed. 2/6 2:30 P.M.
122-28 Arlington St.
BUFFALO
Mo. Pic. Oper. Scr. Rm.
498 Pearl St. Wed. 2/6 3:30 P.M.
CHARLOTTE
Fox Scr. Rm. Wed. 2/6 3:30 P.M.
308 S. Church St.
CHICAGO
RKO Scr. Rm. Wed. 2/6 11:00 A.M.
1300 S. Wabash Ave.
CINCINNATI
RKO Scr. Rm. Wed. 2/6 9:30 P.M.
12 East 6th St.
CLEVELAND
Fox Scr. Rm. Wed. 2/6 10:30 A.M.
2219 Payne Ave.
DALLAS
Rep. Scr. Rm. Wed. 2/6 10:30 A.M.
412 S. Harwood St.
DENVER
Para. Scr. Rm. Wed. 2/6 3:30 P.M.
2100 Stout St.
DES MOINES
Fox Scr. Rm. Wed. 2/6 10:30 A.M.
1300 High St.
DETROIT
Blumenthal's Scr. Rm.
2310 Cass Ave. Wed. 2/6 10:30 A.M.
INDIANAPOLIS
Univ. Scr. Rm. Wed. 2/6 2:30 P.M.
517 N. Illinois St.
KANSAS CITY
Para. Scr. Rm. Thurs. 2/7 2:30 P.M.
1800 Wyandotte St.
LOS ANGELES
RKO Scr. Rm. Wed. 2/6 10:30 A.M.
1980 S. Vermont Ave.
MEMPHIS
Fox Scr. Rm. Wed. 2/6 2:30 P.M.
151 Vance Ave.
MILWAUKEE
Warner Screen
Room Wed. 2/6 10:00 A.M.
212 W. Wisconsin Ave.
MINNEAPOLIS
Fox Scr. Rm. Wed. 2/6 10:30 A.M.
1015 Currie Ave.
NEW HAVEN
Fox Scr. Rm. Wed. 2/6 3:30 P.M.
40 Whiting St.
NEW ORLEANS
Fox Scr. Rm. Wed. 2/6 10:30 A.M.
200 S. Liberty St.
NEW YORK
RKO Scr. Rm. Wed. 2/6 11:00 A.M.
630 Ninth Ave.
OKLAHOMA
Fox Scr. Rm. Wed. 2/6 2:30 P.M.
10 N. Lee St.
OMAHA
Fox Scr. Rm. Wed. 2/6 10:30 A.M.
1502 Davenport St.
PHILADELPHIA
RKO Scr. Rm. Wed. 2/6 10:30 A.M.
250 No. 13th St.
PITTSBURGH
RKO Scr. Rm. Wed. 2/6 2:30 P.M.
1809-13 Blvd. of Allies
PORTLAND
Star Scr. Rm. Wed. 2/6 10:00 A.M.
925 N.W. 19th Ave.
ST. LOUIS
RKO Scr. Rm. Wed. 2/6 10:00 A.M.
3143 Olive St.
SALT LAKE CITY
Fox Scr. Rm. Wed. 2/6 3:00 P.M.
216 E. 1st St. So.
SAN FRANCISCO
RKO Scr. Rm. Wed. 2/6 10:30 A.M.
251 Hyde St.
SEATTLE
Jewel Box Scr. Rm.
2318 2nd Ave. Wed. 2/6 1:00 P.M.
SIOUX FALLS
Hollyw'd Thea. Wed. 2/6 9:00 A.M.
212 N. Philips Ave.
WASHINGTON
Film Center
Screen. Room Wed. 2/6 10:30 A.M.
932 New Jersey Ave.

Para.-DuMont Witnesses

(*Continued from page 1*)

trol of DuMont. Falk's testimony on this point and others conflicted not only with that of Murtagh, but also with testimony given earlier this week by Paul Raibourn, a director of both companies. It bore out in part, however, statements made last week by DuMont.

The hearing is scheduled to reopen Feb. 4 to examine the proposed merger between United Paramount Theatres and American Broadcasting Co. and to settle the question of whether either Paramount company or any of their subsidiaries can own television stations in view of the company's anti-trust record.

Since the DuMont phase of the hearing ran considerably longer than anticipated, however, it is quite possible that the reopening date will be postponed. When the hearing does resume, Stanton Griffis, chairman of Paramount Pictures' executive committee, will be one of the witnesses, according to Paul A. Porter, counsel for the company.

William A. Roberts, attorney for DuMont, told FCC hearing examiner Leo Resnick that he intended to make a motion to the Commission asking that DuMont be severed from the hearing in order that the Commission may act on the company's pending licenses for television stations. Commission counsel Frederick Ford declared that he would have to oppose any such motion because he would not now have time to prepare comments on it. Roberts responded with the opinion that having DuMont out of the case would expedite the progress of the hearing.

Today's witnesses, Falk and Murtagh, were questioned closely by attorneys on two points which have been the subject of conflicting testimony. One point concerned DuMont's reported cash offer of $12,000,000 for Paramount's stock in the company. The other dealt with an agreement drawn up in April, 1950, for the disposition of the stock.

Under the terms of the agreement, Paramount's B stock in DuMont would be converted to A and would then be offered to holders of Paramount stock who wished to exchange it for DuMont stock, with a limit of 5,000 shares per holder. The agreement also set down the number of officers and directors Paramount could elect in the DuMont company as the number of shares held by Paramount decreased.

Murtagh declared, as Raibourn had on the stand, that at the last moment DuMont would not sign, saying he had been talking to his "banker friends," who could see no reason for disrupting the long-time DuMont-Paramount arrangement.

Falk said DuMont would not sign the agreement because under its terms there was "no assurance that Paramount would be out" of the DuMont company, but that Paramount felt "it had to have this arrangement."

On the offer of $12,000,000 cash, Murtagh declared that "a firm cash offer never had been made to Paramount." Falk said he had "gotten the impression" early in 1950 from Paramount's Edwin Weisl that Paramount would sell the stock for $10,000,000 if DuMont could raise the money.

Sen. Johnson

(*Continued from page 1*)

through years of deadly struggle," and warned that the Committee "will not, without protest, idly stand by and see it delayed arbitrarily and capriciously." Johnson said he had "great hopes" that Wilson would change the policy.

Referring to the Oct. 25 television industry conference, Johnson said newspapers had quoted Wilson as promising not to regulate end products. He said the press had reported that Paramount Pictures president, Barney Balaban had specifically queried Wilson on this point, asking whether any company could not use its allocation of materials for any purpose it wanted so long as it kept within the allocation, and that Wilson had replied, "absolutely right."

It was apparent from this, Johnson continued, that Chromatic Television Laboratories or any other company could manufacture color equipment so long as additional materials over the allocation were not required. He said he approved of this position, and wanted to know why Wilson had changed.

Wilson Replies

In reply, Wilson said that the end product limitation was ordered because television manufacturers feared they might be accused of an illegal conspiracy, violating the anti-trust laws, if they all agreed voluntarily not to produce color equipment. Referring to the mention of Chromatic, which has been trying to get an NPA okay for its Tricolor tube, Wilson said that "in view of the fact that there is misunderstanding on the part of one company as to the nature of the discussion at the Oct. 25 conference, and since the others of the industry have a natural and direct interest in the problem," another meeting would be held on Feb. 8 to discuss "whether or not M-90 embodies the type of control most effective and appropriate to accomplish the objectives stated at the Oct. 25 conference, and whether or not the order requires clarification or amendment."

Company Heads

(*Continued from page 1*)

munications Commission, hearings on which begin Feb. 25. It is currently felt that prominent producers should outline some of their ideas on theatre TV programming to strengthen the industry's bid. The lead-off witness, as reported previously, will be MPAA president Eric Johnston.

FCC Rejects 20th-Fox Query on TV Frequencies

WASHINGTON, Jan. 24.—The Federal Communications Commission today turned down a request by 20th Century-Fox to include in the coming theatre television hearings the question of whether theatre TV might share in frequencies now assigned to industrial services.

To Screen 'Red Sky'

An invitational screening of "The Sky Is Red," Italian production to be distributed here by Realart Film Exchange, of which Al Broder is head, will be held at the Hotel Waldorf Astoria Wednesday night, Jan. 30.

South Lists

(*Continued from page 1*)

(7) shortage of film salesmen in some territories, (8) failure of pressbooks to point up promotions for small-town theatres, and (9) grievances against National Screen Service.

Twenty-two TOA leaders from Georgia, Florida, Alabama, North and South Carolina, Tennessee, Louisiana and Mississippi attended the regional parley which set up machinery for the handling of exhibitor grievances on local, state and regional levels, and discussed plans for the holding of regional grievance meetings three or four times a year in Atlanta.

It was decided that delegates to future Atlanta regional meetings will act as an advisory coordinating group in connection with the handling of grievances.

Each unit within the regional will be represented on this advisory unit by its president and three other members, plus four delegates-at-large. Typical of the problems to be taken up at future meetings are the nine which Martin was instructed to present to the TOA board.

Grievance panels will be set up in each exchange center embraced by the eight Southern states. Each panel will consist of three regular exhibitor members and two alternates. After grievances against distributors are heard by the local panels they will be referred to a regional panel which will consist of five members and five alternates. Martin is expected to appoint the regional panel members following his return from next week's TOA board parley on the Coast. He presided at today's parley.

The extent to which national TOA has increased its service to state and regional units of the organization was the subject of an address by Dick Pitts, executive assistant to Gael Sullivan, TOA executive director, at today's meeting.

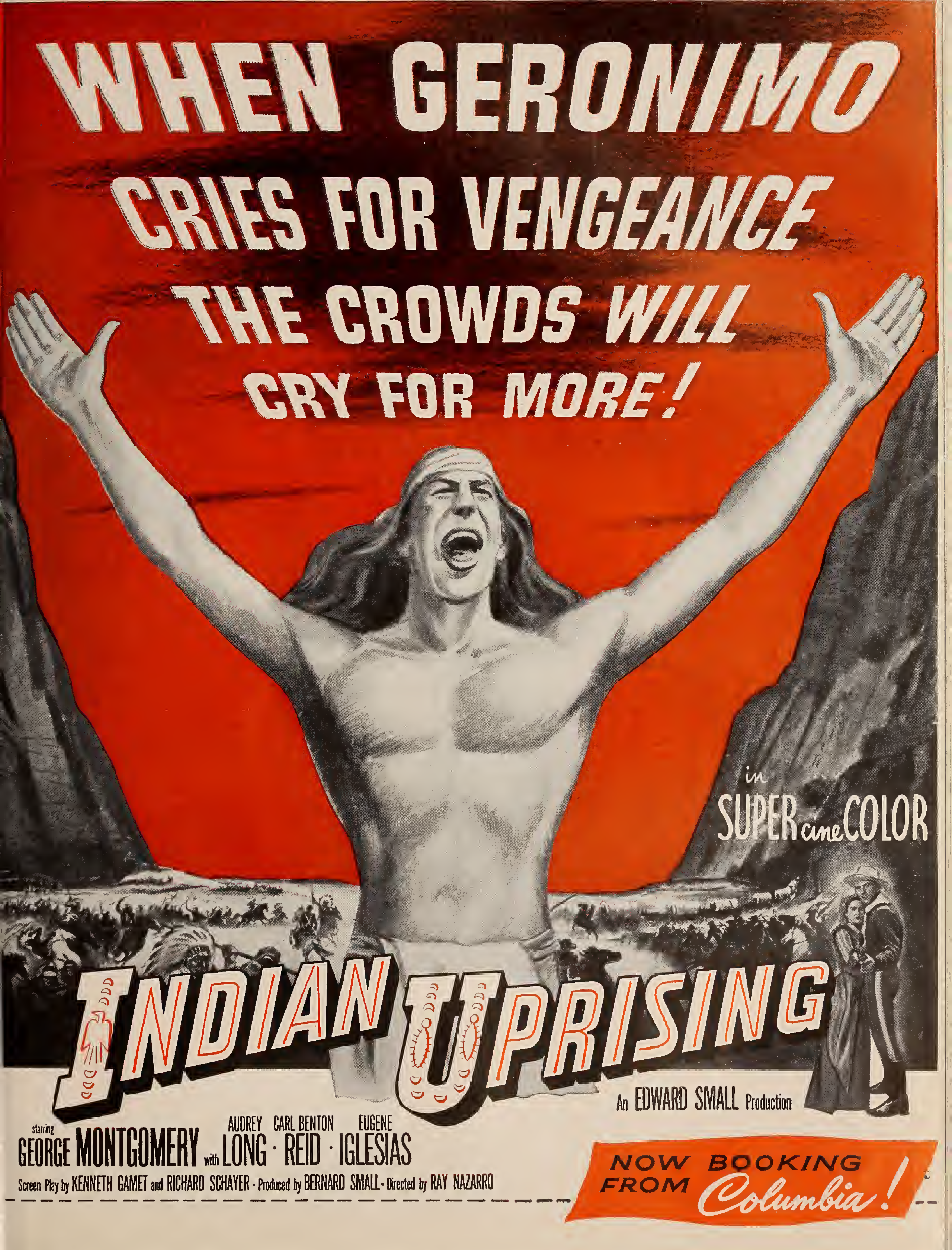
Also present at the meeting were: J. H. Thompson, O. C. Lam, R. A. Edmondson, C. L. Patrick, Roy Martin, and Fred Coleman, all of Georgia; Mack Jackson, J. H. Harrison, R. M. Kennedy and A. D. Padget, all of Alabama; Jay Solomon, Tennessee; D. Garver, Hugh Martin, M. E. Hensler and Bolivar Hyde, of Florida; A. Fuller Sams, Worth Stewart, Terry Reavis and M. Dilland, of North and South Carolina; Gaston L. Dureau, Louisiana, and Lloyd L. Royal, Mississippi.

Wolfson Reaching Coast Tonight For TOA Board Meet

HOLLYWOOD, Jan. 24. — Theatre Owners of America president Mitchell Wolfson is scheduled to arrive here tomorrow night to join executive director Gael Sullivan and board chairman Charles Skouras in final preparation of the agenda and program for the four-day board of directors meeting Monday through Thursday in National Theatres headquarters assembly room. Rapidly assuming standout proportions on the list of events is the exhibition-production seminar on Wednesday.

Delay Grainger Hearing

The hearing on E. C. Grainger's petition in his contract dispute with Shea Enterprises has been shifted from yesterday to Jan. 31 in New York Supreme Court.



WHEN GERONIMO CRIES FOR VENGEANCE THE CROWDS WILL CRY FOR MORE!

in SUPER cine COLOR

INDIAN UPRISING

An EDWARD SMALL Production

starring GEORGE MONTGOMERY with AUDREY LONG · CARL BENTON REID · EUGENE IGLESIAS

Screen Play by KENNETH GAMET and RICHARD SCHAYER · Produced by BERNARD SMALL · Directed by RAY NAZARRO

NOW BOOKING FROM Columbia!

FIDELITY PICTURES, Inc.
presents

MARLENE
DIETRICH
ARTHUR
KENNEDY
MEL
FERRER
in

RANCHO NOTORIOUS

Color by
TECHNICOLOR

Produced by HOWARD WELSCH
Directed by FRITZ LANG
Screenplay by
DANIEL TARADASH
Distributed by
RKO Radio Pictures, Inc.

TRADE SHOWINGS

ALBANY	Fox Screening Room 1052 Broadway	Wed. 2/6	2:00 P.M.
ATLANTA	RKO Screening Room 195 Luckie St. N.W.	Wed. 2/6	2:30 P.M.
BOSTON	RKO Screening Room 122-28 Arlington St.	Wed. 2/6	10:30 A.M.
BUFFALO	Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Wed. 2/6	2:00 P.M.
CHARLOTTE	Fox Screening Room 308 S. Church St.	Wed. 2/6	2:00 P.M.
CHICAGO	RKO Screening Room 1300 So. Wabash Ave.	Wed. 2/6	2:00 P.M.
CINCINNATI	RKO Screening Room 12 East 6th St.	Wed. 2/6	8:00 P.M.
CLEVELAND	Fox Screening Room 2219 Payne Ave.	Wed. 2/6	2:30 P.M.
DALLAS	Republic Screening Room 412 South Harwood St.	Wed. 2/6	2:3$ P.M.
DENVER	Paramount Screen. Rm. 2100 Stout St.	Wed. 2/6	2:00 P.M.
DES MOINES	Fox Screening Room 1300 High St.	Wed. 2/6	2:00 P.M.
DETROIT	Blumenthal's Scr. Rm. 2310 Cass Ave.	Wed. 2/6	2:30 P.M.
INDIANAPOLIS	Universal Screening Rm. 517 N. Illinois St.	Wed. 2/6	1:00 P.M.
KANSAS CITY	Paramount Screen. Rm. 1800 Wyandotte St.	Wed. 2/6	2:30 P.M.
LOS ANGELES	RKO Screening Room 1980 S. Vermont Ave.	Wed. 2/6	2:00 P.M.
MEMPHIS	Fox Screening Room 151 Vance Ave.	Wed. 2/6	12:15 Noon
MILWAUKEE	Warner Screening Room 212 W. Wisconsin Ave.	Wed. 2/6	2:00 P.M.
MINNEAPOLIS	Fox Screening Room 1015 Currie Ave.	Wed. 2/6	1:30 P.M.
NEW HAVEN	Fox Screening Room 40 Whiting St.	Wed. 2/6	2:00 P.M.
NEW ORLEANS	Fox Screening Room 200 S. Liberty St.	Wed. 2/6	2:30 P.M.
NEW YORK	RKO 86th St. Theatre 129 East 86th St.	Tues. 2/5	9:00 P.M.
OKLAHOMA	Fox Screening Room 10 North Lee St.	Wed. 2/6	10:30 A.M.
OMAHA	Fox Screening Room 1502 Davenport St.	Wed. 2/6	1:00 P.M.
PHILADELPHIA	RKO Screening Room 250 N. 13th St.	Wed. 2/6	2:30 P.M.
PITTSBURGH	RKO Screening Room 1809-13 Blvd. of Allies	Wed. 2/6	2:30 P.M.
PORTLAND	Star Screening Room 925 N.W. 19th Ave.	Wed. 2/6	2:30 P.M.
ST. LOUIS	RKO Screening Room 3143 Olive St.	Wed. 2/6	2:30 P.M.
SALT LAKE CITY	Fox Screening Room 216 East 1st St. South	Wed. 2/6	1:30 P.M.
SAN FRANCISCO	RKO Screening Room 251 Hyde St.	Wed. 2/6	2:30 P.M.
SEATTLE	Jewel Box Scr. Room 2318 Second Ave.	Wed. 2/6	2:00 P.M.
SIOUX FALLS	Hollywood Theatre 212 N. Philips Ave.	Wed. 2/6	10.00 A.M.
WASHINGTON	Film Center Scr. Room. 932 New Jersey Ave.	Wed. 2/6	2:00 P.M.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 19 NEW YORK, U.S.A., MONDAY, JANUARY 28, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

A Scripps-Howard Hollywood columnist, name of Erskine Johnson, did a piece for his papers recently about some film folks he said he had been talking to. Seems he was told they feel television has an unfair advantage over film producers because more verbal smut and exposed flesh can be put on the home television screen than on the neighborhood theatre screen. Those Hollywood folks will be agitating for a liberalized Production Code, Johnson reported.

About the same time this intelligence was being circulated, a television station in the Midwest was cancelling out its Arthur Godfrey program because both the station owners and many among its audience objected to the lack of restraint, good taste and moral awareness permitted on television and exemplified in some of Godfrey's programs.

The television industry itself was seeking all the publicity it could get for its adoption of a code of good conduct, a code copied almost word for word (but without credit) from Hollywood's Production Code; lacking only the means and the will to enforce it.

•

In this office we were reading the comments of television editors and columnists of newspapers and magazines in all parts of the country, who had mailed in ballots in the annual Motion Picture Daily-*Fame* television poll. Hardly a one failed to deplore the bad taste, verbal and visual, displayed in every variety of television program. Many freely predicted Federal Communications Commission action and eventual Federal censorship of television if the inevitable clean-up does not occur soon and from within the television industry. Other editors commented hopefully on the few evidences of improvement they felt they had observed in some television programs.

To responsible motion picture men television's current experiences are an old story. They can tell you, for certain, what its ending is.

Those who would have the motion picture industry re-live that story, either were not around 30 years ago or they are interested not in the industry but solely in the quick buck to be picked up in transit.

A.T.&T. Looms As Opposer of Licensing Bid

The American Telephone and Telegraph Co. looms as one of the key opponents to the industry's bid before the forthcoming theatre TV hearings of the Federal Communications Commission, according to sources now mapping the industry's brief for presentation on Feb. 25.

It is argued that A. T. & T., which already has filed a petition with the FCC to participate in the hearings, will challenge the proposed request that TV frequencies be licensed to the industry.

A. T. & T.'s position as a common carrier would be impinged upon, it is pointed out, if the FCC would license frequencies to the industry to carry on inter-city transmission, now the exclusive province of the Bell System. Industry engineers feel that A. T. & T.'s opposition will not come on the question of whether frequen-

(*Continued on page* 5)

List Witnesses for Feb. 25 FCC Meet

Washington, Jan. 27.—A list of industry witnesses and the subjects on which they will testify in the Feb. 25 theatre television hearings before the Federal Communications Commission was filed with the Commission over the week-end by attorneys for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee.

The two organizations told the FCC that they would present "as far as is known, most of the testimony in support of the allocation of frequencies for a theatre television service." Attorneys said the MPAA presentation

(*Continued on page* 5)

Sentry Lodge Will Honor Schwalberg

Al Schwalberg

Boston, Jan. 27 — Al Schwalberg, president of Paramount Film Distributing Corp. will receive a citation from the Sentry Lodge of B'nai B'rith of Brookline, Mass. at a dinner to be held at the Temple Kehileth Israel in Brookline on Monday evening Feb. 4. The citation will read. "For service rendered to America, to B'nai B'rith and to the Jewish community." He will be accompanied to the dinner by Mrs. Schwalberg who will be an honored guest.

Samuel Pinanski president of American Theatres Corporation of Boston will also be an honored guest.

Gehring Heads NCCJ Distribution Unit

William Gehring, 20th Century-Fox sales executive, has been appointed chairman of the distribution committee of the amusement division's participation in the 1952 fund-raising campaign of the National Conference of Christians and Jews, George P. Skouras, national chairman of the division, announced at the weekend. J. Robert Rubin, vice-president of Loew's, Inc. is general chairman.

An expanded goal of $150,000 in contributions has been set by the amusement division with $25,000 expected to be raised from the personnel of branch offices of the distributing companies operating out of New York, which is the phase under Gehring's direction.

Golden Warns Industry to Conserve Film; Cites Presentation Methods

Washington, Jan. 27.—The National Production Authority's film division has issued another film conservation warning, NPA film chief Nathan D. Golden discloses.

It outlines four major causes of damage to film in the projection room and ways to avoid each cause. The four are: Improper threading and operation of projectors; improper rewinding of film; blistering; and bad splicing. Copies of the conservation report, Golden said, are going to all theatres, to all theatre circuits, for distribution to theatre managers, and to all IATSE locals for distribution to each projectionist member.

TOA Leaders Open Coast Parley Today

Agenda Includes Seminar Action on Trade Issues

Los Angeles, Jan. 27.—Action on trade practice problems and the unveiling of a blueprint for the formation of an industry system of arbitration are expected to dominate the business sessions of the four-day Theatre Owners of America board meeting which will open tomorrow in the National Theatres Building here.

So far only the first two days of the agenda have been set, with the rest still being worked over. The opening remarks at tomorrow's session will be made by board chairman George P. Skouras, and president Mitchell Wolfson will follow with an introduction. The arbitration session follows, with speakers to be Skouras, Wolfson, Walter Reade, Jr., Alfred Starr and Herman Levy. Following a luncheon break, the trade practices session will begin under chairman Reade, with the topics set to be film rentals and the print shortage.

(*Continued on page* 5)

Para. Lists 6 for Second Quarter

Six Paramount productions will be released in April, May and June, it was announced over the weekend by A. W. Schwalberg, president of Paramount Film Distributing Corp., at the company's branch managers' meeting at the Hotel Plaza here.

To be released, two each month, the pictures include:

April: Leo McCarey's "My Son John," starring Helen Hayes, Robert Walker, Van Heflin and Dean Jag-

(*Continued on page* 4)

'702' to Elect New President Feb. 16

The membership of IATSE New York Laboratory Technicians Local No. 702 will elect a new president and other officers on Feb. 16, it was reported here yesterday by John J. Francavilla, who has resigned as president of the local to accept the post of international representative of the "IA's" new radio-TV division.

Francavilla will conduct the final membership meeting of his 10-year

(*Continued on page* 5)

Short Subject

"The Olympic Elk"

(Walt Disney-RKO Radio)

Another True-Life Adventure film of merit has been turned out by Walt Disney in "The Olympic Elk." Like its predecessors, the color by Technicolor is outstanding and the story engrossing..

The setting is the Northwest peninsula where the majestic Olympic elk roam the lowlands and mountains. The film encompasses the year-round migration of the herd with the pictorial story highlighting the elks' natural enemies—the elements, lack of food and bears stalking the young. The mating urge receives its share of play and the wild jubilation of the herd when it reaches its spring mountain grounds is not-an-easily-forgotten scene. A locked horn buck fight is another exciting moment.

Distributed by RKO Radio, the release date is Feb. 22. Running time, 27 minutes.

Leon Manager of 'U' Philadelphia Branch

The promotion of Joseph Gordon Leon, a veteran of more than 20 years in the Universal sales organization, to the post of branch manager in Philadelphia was announced here at the weekend by Charles J. Feldman, domestic sales manager.

Leon, who had been sales manager in Philadelphia since May, 1950, succeeds the late Harrison J. Martin, who died last week. At the same time, Feldman announced the promotion of Harold P. Saltz, Philadelphia salesman, to the post of sales manager in that city.

Lait Succeeds Smith At Columbia Studio

HOLLYWOOD, Jan. 27.—Columbia studio publicity director Lou Smith has resigned the post he has held for five years. Smith described the separation as amicable, and said he will announce his future plans shortly. George Lait, head publicity "planter," succeeds him.

William Brennan in New Columbia Post

William G. Brennan, manager of Columbia's print department for 19 years, has been promoted to supervisor of Eastern printing and laboratory operations, the company announced. Al Schwartz, assistant manager since 1946, succeeds Brennan.

Blumenstock to Coast

Mort Blumenstock, Warner vice-president in charge of advertising-publicity, flew to the Coast over the weekend to view newly-completed product at the Warner studio. While there he will confer with Jack L. Warner, executive producer; Ben Kalmenson, vice-president in charge of distribution, and Alex Evelove, West Coast publicity director, on forthcoming releases.

Personal Mention

NORTON V. RITCHEY, president of Monogram International Corp., has left New York for the Coast.

●

E. PHILLIP WILLCOX, director of motion picture relations for *Parents'* magazine, will present HALL BARTLETT, producer of "Navajo," with the magazine's "Family Medal" for the film here today.

●

JOHN DAVIS, managing director of the J. Arthur Rank Organization, has returned to London from New York.

●

GEORGE MINTER, Renown Pictures' governing director, will arrive here via Pan-American Airways tomorrow from the Urguay Film Festival.

●

RALPH CATTELL, vice-president and general sales head of Jerry Fairbanks Productions, is here from the Coast.

●

J. J. COHN, M-G-M studio executive, returned here yesterday from a weekend trip to Baltimore.

●

SAM SHAIN is on the Coast from New York and is scheduled to return here Friday.

CHARLES J. FELDMAN, Universal Pictures domestic sales manager, left here over the weekend for the Coast.

●

JACK GLENN, senior director with the March of Time, will conduct a course at the City College Institute of Film Techniques during the spring semester.

●

L. S. HAMM, president of California Theatres Association, will attend the COMPO executive board meeting at the Hotel Astor here Feb. 14-15.

●

EMIL FRIEDLANDER of Dazian's, Inc., and MRS. HAL HORNE have been elected trustees of the National Jewish Hospital at Denver.

●

BEN MCCHESNEY has resigned as booker with Paramount and is now with 20th Century-Fox as sales representative in Atlanta.

●

HAL GRUBER, formerly a salesman with RKO in San Francisco, is now on the sales staff of Favorite Films there.

●

MARVIN SCHENCK, M-G-M vice-president and studio executive, is due here from the Coast Feb. 11.

THE ROARING SAGA OF MEXICO'S TIGER ON A WHITE HORSE!

VIVA ZAPATA!

starring

MARLON BRANDO

Produced by DARRYL F. ZANUCK · *Directed by* ELIA KAZAN · *Written by* JOHN STEINBECK

There's No Business Like 20 CENTURY-FOX Business!

Newsreel Parade

THE Elizabeth, N. J. plane tragedy and elections in India mark current news highlights. Other items include fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 9—Plane crash at Elizabeth. Kefauver says he will run. U. S. admits error in bombing Reds. France honors "Ike." Greek students in riots. Slalom race. Tiger trainer.

NEWS OF THE DAY, No. 243—Air liner tragedy in Elizabeth. Kefauver announces he wants Truman's job. Election in India. U. S. ships for Korea. Dope mystery solved. U. S. girls win ski classic. Horse racing.

PARAMOUNT NEWS, No. 46—News of presidential sweepstakes. Indonesia inspiration for fashion. Fatal air crash in Elizabeth. Elections in India. Eyes on Oympic ski queens.

TELENEWS DIGEST, No. 4-B—Elizabeth air crash. News spotlight around the world. War in Indo-China. News briefs from New York, Spain, Colorado, Switzerland. Olympic skiing preview. Palm Beach handicap.

UNIVERSAL NEWS, No. 529—New Jersey air crash. Sen. Kefauver will run. Flying Congressmen. Mrs. Roosevelt in France. U. S. sailors in Spain. Pearl gowns. Children's fashions. Skater training. Dog "football."

WARNER PATHE NEWS, No. 48—Jersey plane crash. Save 38 in ship disaster. Kefauver enters race for President. Allies admit bombing error. Nehru party wins. Churchill leaves U. S. Junior air hostess arrives. Skiing.

National Theatres Date Jungle Film

"Latuko," a non-professional filming of African tribal activities, refused a seal by the Production Code Administration and placed in the National Legion of Decency's condemned classification, has been booked for "off-beat first run houses" of the Fox West Coast, Fox Midwest, Fox Intermountain and Fox Wisconsin circuits, Irving Lesser, distributor of the film, said here on Friday.

Distribution policy for the film, Lesser had stated previously, is to restrict its showing to art-type theatres. FWC has dated it for the Globe, Los Angeles, Jan. 30, and the Cinema, San Francisco, Feb. 7. Intermountain will open it at the Studio, Salt Lake City, Feb. 13.

Report 20th's Moon Resigned Sales Post

CHICAGO, Jan. 27. — Raymond E. Moon, 20th Century-Fox Central division manager, has tendered his resignation at the home-office, local sources here report.

Polly Moran, 68

LOS ANGELES, Jan. 27.—Polly Moran, long remembered as a screen comedienne, died Friday at the age of 68 at Cedars of Lebanon Hospital. Miss Moran, in retirement since 1940, had lived in recent years at Laguna Beach. Last autumn she was stricken with a heart ailment and had been in poor health since. She hit the peak of her popularity after being teamed late in the 1920's with the late Marie Dressler.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Join the world and see the Navy!

There's an ocean of fun afloat when these sea wolves go overboard for Marie . . . the sailors' delight!

A GIRL IN EVERY PORT

starring

GROUCHO MARX · MARIE WILSON

WILLIAM BENDIX

RKO RADIO PICTURES

with **DON DeFORE · GENE LOCKHART** · Screenplay and Direction by **CHESTER ERSKINE**

A NEW YORK PARAMOUNT THEATRE ATTRACTION!

Catalogue Lists 50,000 Films

WASHINGTON, Jan. 27.—The Library of Congress has issued a 1,256-page catalog listing more than 50,000 films registered with the U. S. Copyright Office from 1912 through 1939.

The book, which is titled "Motion Pictures, 1912-1939" and sells for $18, provides much information formerly available only after long, expensive search in the Library's files. Work has already started on a supplementary volume covering films registered from 1940 through 1949. These two volumes, together with subsequent semi-annual compilations on motion pictures and film strips in the regular series of "Catalog of Copyright Entries," will provide a complete listing of all films registered with the Office.

Fox Wisconsin Cuts Children's Prices

MILWAUKEE, Jan. 27.—Fox-Wisconsin Theatres here have cut children's prices in the age bracket of 12 through 17. The admission now is 44 cents, including tax, for that age range, in three downtown houses, the Wisconsin, Palace and Strand. In 13 neighborhood theatres it will be 40 cents.

The price for that age group previously had been the same as adult tickets, running up to 98 cents in the downtown theatres.

Cleveland Exhibitors to Hold Children's Ticket Prices

CLEVELAND, Jan. 27.—The majority of Cleveland exhibitors believe that children's admissions should be held at 10 cents and not boosted to help make up a deficit of adult admissions. Reason is that children's attendance at a dime has not fallen off, and that by holding this audience, theatre owners are cultivating future adult patrons.

Cite Col. Bond Record

Columbia Pictures' home office has been cited by the Treasury Department for attaining a 71 per cent employes' participation in the payroll savings plan for U.S. Defense Bond purchases. The citation was made by Frank Mitchell, payroll savings director for the New York division, to A. Schneider, vice-president and treasurer of Columbia.

Theatre-View in Boston

BOSTON, Jan. 27.—Jean Campo-television set has been installed in the private screening room of the American Theatres Corp. here for demonstration purposes.

Norman Siegel Appointed

HOLLYWOOD, Jan. 27. — Norman Siegel, former Paramount studio director of publicity-advertising, will join the public relations firm of Howard G. Mayer and Dale O'Brien Feb. 1 as managing director of the Los Angeles office.

Petty's Wayne Burned

MEMPHIS, Jan. 27.—Wayne Theatre, 350-seat house at Waynesboro, Tenn., owned by J. A. Petty, burned to the ground early Friday from a fire of unknown origin. No one was injured.

Reviews

"The First Time"

(Columbia-Norma Productions)

CONTINUING the fresh approach it demonstrated in "Ten Tall Men," the Harold Hecht-Burt Lancaster production combination, which goes by the name of Norma Production, has come up with a bright, neatly executed comedy about the trials of a newly-married couple.

For names it has good performances by Robert Cummings and Barbara Hale and the direction by Frank Tashlin keeps the film moving, but its real value lies in the story. It is a situation comedy, and the situations are the commonplace, believable ones that every audience enjoys.

Cummings and Hale, their first baby on the way, face a financial crisis unless Cummings takes a job selling washing machines instead of hoping for success as an architect. The arrival of the baby brings more complications, more bills and general disorganization of the family until all of its members achieve normal adjustment of their growing pains. Novelty and appeal are added by having the story told by the baby himself, but its principal value is in the portrayal of simple, every-day situations in which the audience, any audience, can recognize themselves.

In supporting roles are Bill Goodwin, Jeff Donnell, Carl Benton Reid, Mona Barrie and others.

Running time, 89 minutes. General audience classification. For February release.

"Woman in the Dark"

(Republic)

A MILDLY entertaining melodrama is presented in "Woman in the Dark." The plot, which centers around a $1,000,000 jewel theft, picks up momentum after a slow start, but occasionally strains plausibility.

The plot concerns a middle class family of Italian extraction whose hopes and dreams center around their three sons, a priest, a successful lawyer and a shiftless idler. The latter, played by Richard Benedict, causes all the trouble when he is brought into a jewel robbery by crooks who know that the lawyer's brother, Rick Vallin, works for the company which has insured the gems, thus supposedly paving the way for an easy settlement with the insurance company for the stolen goods. Benedict has a change of heart after the robbery; the crook's blackmail attempts fail and the gems are returned.

Penny Edwards plays the woman of the title, giving a sincere portrayal of the girl friend of Vallin who inadvertently catches Benedict near the jewelry store. Ross Elliot does nicely as the priest as does Benedict as the good-for-nothing. The picture comes to a neat climax when Vallin fights it out with the crooks. The screen play is by Albert DeMond, based on a play by Nicholas Cosentino. Stephen Auer is associate producer, and George Blair the director.

Running time, 60 minutes. General audience classification. For January release.

"Smoky Canyon"

(Columbia)

ONCE again Charles Starrett dons the mask of the Durango Kid and rights many wrongs in Western tradition. "Smoky Canyon" has all the ingredients to make it satisfactory fare of its kind.

The story, written by Barry Shipman, centers around a range war between cattlemen and sheep owners. The hostilities are fanned by a group of cattlemen being paid by a syndicate to prevent beef from reaching the Eastern market. The main villain is Tristam Coffin who killed Dani Nolan's father and then framed her sweetheart, Jack Mahoney, with the crime. The situation is complicated by all the customary intrigue. The Durango Kid swings into action with his usual reliability and has many close calls before he brings the culprits to justice. Throughout the picture there is the expected gunplay and fisticuffs. For comic relief, Smiley Burnette is on hand with his familiar bag of tricks.

Colbert Clark produced and Fred F. Sears directed.

Running time, 55 minutes. General audience classification. January release.

MANDEL HERBSTMAN

"Cage of Gold"

(Michael Balcon—Ellis Films)

ONE of the bright spots in this British production made by Michael Balcon is the frequent appearance of the lovely Jean Simmons, who is aided by some fine individual performances by cast members in a vehicle, the over-all rating of which is average. David Farrar co-stars with Miss Simmons as a gentleman-crook, scoundrel and blackmailer. Basil Dearden directed Jack Whittingham's screenplay.

The tale plods back and forth from London to Paris in the wake of the villainous activities of Farrar. Engaged to James Donald, a doctor who is devoted to her, Miss Simmons abandons him when Farrar, her old fiance, arrives on the scene, marries her and deserts her on the following day. Eventually she re-contacts Donald and they are married at the end of the slow-moving action which is interspersed with the dirty dealings of Farrar, who is murdered.

Others in the cast are Madeleine Lebeau, Maria Mauban, Herbert Lom, Bernard Lee, Gregoire Aslan, Gladys Henson, Harcourt Williams, Leo Ferre, George Benson, Martin Boddey and Arthur Hambling.

Running time, 83 minutes. General audience classification. Release date, not set.

26 Republic Films to TV

The acquisition of 26 Republic films, made between 1942 and 1948, was announced here at the weekend by American Broadcasting which plans to televise them on its five TV stations.

The contract was negotiated with the wholly-owned Republic subsidiary, Hollywood Television Service, Inc., distributor of films for TV. It gives ABC-TV exclusive rights for the pictures, all billed as mysteries, over an 18-month period for showing on WJZ-TV in New York, WENR-TV, Chicago; WXYZ-TV, Detroit; KECA-TV, Los Angeles; KGO-TV, San Francisco. A provision of the contract limits the number of times the films can be televised to four.

Among the films included are: "Grizzly Millions"; "Return of Jimmy Valentine"; "The Phantom Speaks"; "The Girl from Havana"; "The Devil Pays Off" and "A Scream in the Dark."

Sees Subscription TV As Stadia Boost

PITTSBURGH, Jan. 27.—Tom Hamilton, chairman of the National Intercollegiate Athletic Association of television says he favors some sort of "pay as you view" scheme for television football fans.

Speaking at the 37th anniversary session of the International Kiwanis, meeting in the Hotel Sheraton here, he said: "Some method of direct collection by a coin-in-the-slot device or payment to the telephone company may offer a solution to the problem of gate losses because of telecasting football games."

WCBS-TV Bought 53 Films in A Month

Within the past month, WCB-TV has acquired 53 films, the last of which were 10 from the Chemical Bank and Trust Co. of New York.

The latest acquisition was described as old films produced by independents on which the bank after originally financing them had foreclosed. Among them are "Lovable Cheat," starring Charles Ruggles, which will kick-off the new WCB-TV film series on Feb. 1.

Another recent deal was with Peerless TV, under which the station acquired 26 old features. Previously it bought 17 films from Snader Productions.

Para. Lists 6

(*Continued from page* 1)

ger; and William Perlberg-George Seaton's "Aaron Slick from Punkin Crick," with color by Technicolor, starring Alan Young, Dinah Shore and Robert Merrill.

May: Perlberg-Seaton's "Anything Can Happen," starring Jose Ferrer and Kim Hunter; and Hal Wallis' "Red Mountain," with color by Technicolor, starring Alan Ladd, Lizabeth Scott, Arthur Kennedy and John Ireland.

June: "Los Alamos Story," featuring Gene Barry and Lydia Clarke; and Nat Holt's "The Denver and Rio Grande," with color by Technicolor, starring Edmond O'Brien, Sterling Hayden and Dean Jagger.

Opposer

(*Continued from page 1*)

cies should be allotted for theatre TV, but rather on who is to be the licensee for the allocated frequencies. In fact, on the theatre TV frequency issue alone, the Bell System may testify that the present inter-city television channels are crowded and additional frequencies for theatre TV are required.

Would Be At Bell's 'Mercy'

However, many industry engineers feel that if theatre TV is to grow, frequencies in the 10 megacycle band should not only be allocated, but that the industry itself should be the licensee. If A. T. & T. puts in a license bid and the request is granted, the industry would always be at the "mercy" of the Bell System, it was argued by many industry engineers.

A check here as to whether the American Telegraph and Telephone Co. would oppose the industry's bid, brought this response from a spokesman: "We would first have to know the exact nature of the industry's proposal before commenting."

Informed of this, an industry engineer pointed to what he considered a significant passage in A. T. & T.'s application to the Federal Communications Commission which reads in part as follows: "The Bell System will cooperate fully in the proposed hearing in the determination of the issues which have a bearing on the methods by which theatre television transmission service can be best furnished, including the determination of the extent to which it is in the public interest that service be furnished by common carriers."

Desire Competition

A further reason why many in the industry wish to be the licensee for the channels is the desire to be in a position to select alternative common carriers. Competition, or the threat of competition, it is felt, would tend to lower the transmission costs which most in the industry feel are now onerous.

It was learned here that industry TV committees currently are considering these possible alternatives: 1. Selection of a common carrier other than A. T. & T.; 2. Financing of the industry's own common carrier; 3. or, a combination of both.

At work on the carrier problem are the Motion Picture Association of America's TV committee and the National Exhibitors Theatre Television Committee. The technical phase of the industry's brief is slated to be finalized at Tuesday's meeting in Washington.

**THE NEW YORK
TRADE SHOWING OF
"RANCHO NOTORIOUS"
will be held at 9 P.M. Wed. Feb. 6, at the RKO 86th Street Theatre and not on Feb. 5th as previously advertised.**

WANTED, motion pictures to be edited into short subjects for non-theatrical use. Good comedies, adventure, wild animal, science fiction or dramatic stories in feature or short subject length. Negatives or fine grains desired. Write Box 500, Motion Picture Daily, 1270 Sixth Avenue, New York 20, N. Y.

Witnesses for FCC Meet

(*Continued from page 1*)

would include testimony for all member companies, and the NETTC presentation would do the same for member theatres and regional units in both the Theatre Owners of America and Allied States Association.

Similar notifications were filed by Paramount Television Productions, Inc., Theatre Television Network, Inc., the Fair Practices Television Committee, Skiatron, RCA, A. T. and T., the Authors' League of America and several other organizations not connected with the industry. Although Jan. 25 was the final day for filing such appearances, it was expected that many would not come in until after the week-end.

The NETTC-MPAA presentation is divided into some dozen subjects, according to the statement filed with the Commission by Marcus Cohen, NETTC attorney, and Vincent B. Welch and James L. Fly, attorneys for MPAA, with several witnesses testifying on each subject. They are:

Composition of the motion picture industry: S. H. Fabian, Abram F. Myers, Harry Brandt, R. V. Harvey, Fred Schwartz, Emanuel Frisch, Frank Walker, Sidney Schreiber; history of the motion picture industry: Terry Ramsaye, John Eberson, Francis Harmon, John Wolfberg, Robert Chambers, Nate Golden; history of theatre television: Earl Sponable, S. H. Fabian.

Public demand and need for theatre television: Eric Johnston, Mitchell Wolfson, Trueman T. Rembusch, Paul Raibourn; theatre television programming: Nathan Halpern, Spyros Skouras, Herbert Yates, Barney Balaban, Jack Cohen, Abe Schneider, Alfred Daff, Ned Depinet, Jack Warner, Richard Condon, Theresa Helburn, Brooks Atkinson, William Morris, Jr., Jerry Stagg, Asa Bushnell, John Dechante, Allen McCarroll.

Technical requirements and standards for theatre television: Stuart Bailey, Frank McIntosh, Andrew Inglis, representatives of equipment manufacturers; sample theatre television microwave distribution systems: Frank McIntosh, Stuart Bailey; theatre television projection equipment: Paul Raibourn, Earl Sponable, representatives of equipment manufacturers.

How or by whom theatre television service should be supplied: Earl Sponable, Paul Raibourn, Frank McIntosh, Stuart Bailey, R. H. McCullough, Nathan Halpern, William Kusack; feasibility of theatre television: industry representatives; theatre television plans and proposals: Barney Balaban, S. H. Fabian, Jack Warner, Mitchell Wolfson, Ned Depinet, Alfred Daff, Spyros Skouras, Herbert Yates.

The list was still incomplete, NETTC-MPAA attorneys pointed out to the Commission, but a completed list would be filed before the opening of the hearings.

Paramount Television Productions told the Commission that it would present as witnesses Raibourn, Richard Hodgson and Robert Dresssler. Raibourn would outline the company's past experimentations and future plans in theatre television. Hodgson and Dressler would deal with the engineering aspects of the question.

Nathan Halpern, who filed for TNT, stated that he would appear as a witness, to discuss the company's experience in theatre televising major events.

Skiatron's witnesses will be Arthur Levey, Richard E. Duggan, John Townshend, the head of the physics department at the Massachusetts Institute of Technology and the head of the optics department at Rochester University. Skiatron's statement said the company would describe and hoped to demonstrate at the hearings its ultrasonic television projecter.

The FTPC will be represented by Jerome Marks, an opponent of exclusive theatre telecasting of events.

'702' to Elect

(*Continued from page 1*)

"702" administration on Feb. 1, the date he will assume his new post at "IA" headquarters here. The meeting also will be for the purpose of nominating a slate of officers.

Yesterday, Francavilla signed a union contract with the Major Film Laboratory here, the 28th laboratory in the East to conclude an agreement with "702." Francavilla pointed out that 10 years ago when he took office as "702" head the union held contracts with six laboratories and represented 875 workers, whereas at present some 2,000 workers are covered by the 28 pacts. At the Feb. 1 meeting, Richard Gramaglia, "702" vice-president, will assume the presidential duties pending the election.

Francavilla reported also that the local has filed with the National Labor Relations Board a petition for certification as the bargaining agent for the employes of Tetra Film Co. of New Jersey. Negotiations would begin with the company immediately following certification, he said.

Primavera to Realart

James Primavera has resigned as booker here for Souvaine Selective Pictures to become New Jersey salesman for Realart.

UPT Withdraws from TV-FCC Hearings

WASHINGTON, Jan. 27. — United Paramount Theatres and five subsidiaries have all withdrawn their proposed appearances at the theatre television hearings before the Federal Communications Commission, slated to begin on Feb. 25.

According to a UPT spokesman the withdrawal indicates no policy change but was dictated by what are expected to be long drawn-out hearings on the proposed UPT-American Broadcasting Co. merger. Those hearings are to open on Feb. 4.

. UPT pointed out that the companies' views on theatre television and plans for using it were one of the issues in the merger hearings, and since it found it could outline its theatre TV views there, it had decided to withdraw from the FCC theatre TV hearings and concentrate on the merger hearings.

Truman, Johnston Confer

WASHINGTON, Jan. 27. — Motion Picture Association of America president Eric A. Johnston discussed his new duties as chairman of the International Development Advisory Board with President Truman during a White House call Friday.

TOA Leaders

(*Continued from page 1*)

The television session, to be chaired by Starr, will open Tuesday's agenda. Starr will report on the status of theatre television with regard to the Federal Communications Commission, and he will be followed by reports on big-screen theatre television by Skouras, Si Fabian, Wolfson and Elmer Rhoden. Major Gen. William M. Morgan, U.S.A.F., will be the guest speaker at luncheon. After lunch comes the seminar preparation session, with Ted Gamble, chairman. A selection of topics from 12 proposed for discussion with producers at the seminar session Wednesday will be made and speakers on each appointed.

Round-table Session

On Wednesday the meeting delegates will set in round-table session with 15 to 20 of leading production executives for exchanges of views and opinions concerning the relationship of exhibition and production. TOA leaders have indicated they are looking for considerable advancement in production-exhibition relations in consequence of this seminar, and a number of production leaders have concurred in that outlook.

Skouras Will Preside

Skouras, who will preside at the round-table meeting as well as at the business sessions, held several conferences last week with Gael Sullivan, TOA executive director, and Levy to prepare for what well may be an historic board parley in that previous TOA board meetings have not given to trade practices the emphasis that is expected to be accorded that subject this time. TOA's annual convention in New York last September marked the beginning of a vigorous trade practices consciousness in the organization at large.

Wolfson and Fabian were weekend arrivals from Miami and New York, respectively. They joined at once in pre-meeting huddles with Skouras, Sullivan and Levy.

'Malia' to Cinema Verdi

The American premiere of the Italian film, "Malia," will take place at the Cinema Verdi here Feb. 1, it was announced jointly by the theatre and Lupa Films Distributing Co.

They
died
with
their
boots
on...at
FORT
OSAGE
SOON from MONOGRAM!

Buchman Testimony Is Due Today at Un-American Probe

WASHINGTON, Jan. 27.—The House Un-American Activities Committee has called producer Sidney Buchman to the witness stand tomorrow morning for further testimony in its Communism-in-Hollywood investigation.

This followed a highly-confused session Friday afternoon, when Buchman was first supposed to appear. He was slated to take the stand at 2:15, but when the time came, he was not there. After a short time, his attorney, R. Lawrence Siegel, rushed into the witness room, handed a paper to counsel Frank Tavenner, and hustled out. Tavenner said the paper was a notice to appear before Federal District Judge Matthews at three to show cause why the Buchman subpoena should not be vacated.

On checking at District Court, however, it was learned that the paper was only a notice that Buchman would ask Judge Matthews to issue such a "show cause" order, and that actually Judge Matthews had already denied the request. The confusion stemmed from the fact that the court end of the matter was being handled by Siegel's partner and Siegel did not know the request had been turned down when he entered the Committee room, and from a misreading of the papers by Tavenner.

Rep. Walter (D., Pa.), who was presiding over the Committee at the time, charged that Buchman had "resorted to every known device to avoid giving testimony about matters we knew he could tell us about." He recalled that when the Committee was in Hollywood, Buchman had first said he was sick and then testified only until he could raise a point of "no quorum."

After it was discovered that Judge Matthews had denied Buchman's request, the Committee ordered Siegel to have Buchman before the committee at 10 tomorrow morning.

WSB Gives IMPPA Writers Increases

HOLLYWOOD, Jan. 27.—Wage Stabilization Board has okayed increases for writers working for Independent Motion Picture Producers Association member producers, retroactive to April 29 last year, when Screen Writers Guild and IMPPA completed agreement on a contract. Weekly minimum for writers is raised from $187.50 to $250. Minimums for writers employed on flat deals with IMPPA producers are raised from $1,500 to $2,000 for films budgeted below $100,000, and from $2,250 to $3,000 for films above that level.

Mexico Bans 'Fox'

MEXICO CITY, Jan. 27.—The censors have forbidden exhibition in Mexico of 20th Century-Fox's "The Desert Fox," because they say it pays homage to the late Field Marshall Rommel. The picture had been booked by the Cine Alameda, first-run theatre here.

Peck Plans Coast Plant

Albert Peck, head of Standard Film Processing Co. here, plans to leave for Hollywood around Feb. 1 to open a film processing branch there.

Review

"Something to Live For"

(Paramount)

SENSITIVE performances by Joan Fontaine, Ray Milland and Teresa Wright lend vitality and poignancy to "Something to Live For," an off-the-beaten-track drama that undertakes to tell about one of the causes of alcoholism and of the methods employed by Alcoholics Anonymous in attempting to rehabilitate those who seek refuge in the bottle rather than face up to the hard realities of life. Milland, who will be remembered for his role of the drunkard in "The Lost Weekend," which Paramount released in 1945, emerges in this latest offering of producer-director George Stevens as a former alcoholic who has been "cured" to the extent that he himself is given the responsibility of assisting AA. There is a powerful exploitation note inherent in such apt casting, and this plus the magnitude of the three stars should mark "Something to Live For" for highly favorable box-office returns.

Dwight Taylor's screenplay opens with Milland, an advertising executive, responding to an emergency call from AA. By accident the case turns out to be one involving a woman, Miss Fontaine. Ordinarily, AA assigns men and women members to the rehabilitation of drunkards of their own sex. Milland, whose own feeling of inadequacy in his job had turned him to drink recognizes the same personality trait in Miss Fontaine, an aspiring stage actress. As he attempts to instill in her the confidence he himself has not fully found (he still must fight hard to resist liquor) he falls in love with her, and she with him. At that point the story of alcoholism becomes lost in a romantic triangle, for Milland is married to a lovely, understanding wife (Miss Wright) and is the father of two young sons. The lovers' ultimate victory over the temptation that would have destroyed Milland's marriage is aided by success in their respective careers. The success moreover strengthens their resistance to drink by giving them the self-confidence they needed. Competent in supporting roles are Richard Derr, Douglas Dick, Herbert Heyes, Harry Bellaver, Paul Valentine, Frank Orth, and others. Ivan Moffat was associate producer. Stevens' direction imparts no little suspense to the proceedings.

Running time, 89 minutes. General audience classification. For March release.

CHARLES L. FRANKE

Ezell Drive-ins to Hold Easter Services

DALLAS, Jan. 27.—Al Reynolds, vice-president and general manager of Claude Ezell and Associates, drive-in theatre operators, has reports that a sunrise Easter service will be held in every drive-in operated by the circuit. Reynolds' plan has been approved by Texas COMPO showmen, with that organization requesting support in holding sunrise services in all drive-ins in this area. The movement will also seek co-operation from local church and civic groups.

Reynolds designated Paul Short to plan the trailers and other accessories to be used in the campaign. Reynolds announced that the plan is to make available at the refreshment bars hot coffee, rolls and orange juice due to the early hour of the service and as a convenience for those attending.

Sign SWG's Loyalty Oath

HOLLYWOOD, Jan. 27.—Screen Writers Guild announced that the entire membership of the Guild's executive board now have signed voluntary loyalty oaths, in conformity with Guild policy instituted three years ago. Five members whose signatures could not be had at that time, due to absence from Hollywood, have given their signatures since, completing the board roster. The five were: Robert Pirosh, Dorothy Hughes, Carl Foreman, Everett Freeman and Barry Shipman. Cleary-Strauss & Irwin, public relations counsel for SWG, have signed the Guild's loyalty oath also.

Laskey Named Chairman

BOSTON, Jan. 27. — Lawrence G. Laskey, well-known New England exhibitor and associated with the Loew's theatre circuit in Boston, has been appointed general chairman of the Greater Boston Committee of Bonds for Israel government, it was announced here.

Production Rising; 31 Now in Work

HOLLYWOOD, Jan. 27.—The production index seems to be gradually working its way up—increasing two more points for a total of 31 pictures in work. Eight new pictures were started and six were completed.

Started were: "Models, Inc." (Mutual Prod.) and "The Ring" (King Bros. Prod.), "Independent; "One Piece Bathing Suit" and "Mr. Congressman," Metro - Goldwyn - Mayer; "Bowery Leathernecks," Monogram; "War of the Worlds," Paramount; "Condor's Nest," 20th Century-Fox; "Almost Married," Universal-International.

Completed were: "Junction City," Columbia; "Son of the Outlaw" (Jack Schwarz Prod.), Independent; "Carbine Williams," Metro-Goldwyn-Mayer; "Jet Job" and "Dead Man's Trail," Monogram; "Don't Bother To Knock," 20th Century-Fox.

Balloting at Fox Houses

KANSAS CITY, Jan. 27.—Patrons of theatres of the Fox Midwest circuit will be given an opportunity to cast ballots for their choice for President of the U. S. starting Feb. 1 with run-off balloting starting Feb. 15. The runoffs will be on a local basis, with accumulative totals to be announced daily in each town and state and territory totals at the headquarters in Kansas City.

11,689 Academy Ballots

HOLLYWOOD, Jan. 27.—The Academy of Motion Picture Arts and Sciences has mailed 11,689 ballots to professionals eligible for participation in nominations for Academy awards. The number is made up of 1,650 Academy members, 6,000 members of the SAG, 325 of the SDG, 700 of the SWG, 139 members of the music branch, and 875 representatives of technical groups. Nominations closed yesterday.

Einfeld, Gehring to Lead Philadelphia Exhibitor's Seminar

PHILADELPHIA, Jan. 27.—W. C. Gehring, 20th Century-Fox executive assistant general sales manager, and Charles Einfeld, vice-president in charge of advertising-publicity, will preside at the company's regional exhibitors' seminar and merchandising meeting which will be held Thursday at the Erlanger Theatre here,

The Philadelphia, Washington and Pittsburgh exchanges will play host to hundreds of exhibitors at the meeting, the company indicated.

Branch managers Sam Diamond of Philadelphia, Joe Rosen of Washington and Al Levy of Pittsburgh have invited circuit and independent theatre heads from their areas. Division chief Glenn Norris has been supervising arrangements.

Campopiano Files Anti-Trust Suit

BOSTON, Jan. 27. — Jean Campopiano, owner and operator of the Capital theatre in Lawrence, Mass., has brought suit in the Federal District Court here against the major distributors (excluding 20th Century-Fox and Republic) and Warner Theatres, claiming trebled damages of $23,000,000, said to be the highest amount ever sued for by any exhibitor in New England.

His suit states that for the past 15 years the distributors have refused to sell him first-run motion pictures for the Capital, and that by so doing they were trying to put him out of business.

Two Chicago Anti-Trust Suits Are Settled Out of Court

CHICAGO, Jan. 27.—Two anti-trust suits brought by local exhibitors against the major film companies and some of their theatre circuits have been settled out of court. The plaintiffs are Nate Gumbiner of the Commodore Theatre and Arthur and Theodore Davidson of the Calo Theatre. The Commodore suit asked $900,000 damages and the Calo's $450,000, both after trebling.

Set Tie-ups with Appliance-Makers

The Organization of the Motion Picture Industry has concluded an arrangement with the manufacturers of Presto Pressure Cookers which may be the first in a series of promotion ventures whereby labor-saving appliances could be presented to housewives in a campaign based on the idea that such appliances create time for film-going.

The manufacturer is distributing free to all dealers and cooperating theatres a display easel with the slogan: "Presto Cookers Turn Kitchen Time into Movie Time." A test run of the idea will be made immediately between the RKO Kenmore theatre and Macy's in Flatbush.

Raibourn to Speak

Paul Raibourn, vice-president of Paramount Pictures, will address the East Side Forum on Public Affairs on Feb. 19 at a meeting arranged by the Organization of the Motion Picture Industry of the City of New York. Raibourn will speak on the role of films in the community.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 20 NEW YORK, U. S. A., TUESDAY, JANUARY 29, 1952 TEN CENTS

Arbitration Plan Approved By TOA Board

4-Point Plan Worked Out By Levy, General Counsel

Los Angeles, Jan. 28.—Delegates to the Theatre Owners of America board meeting here today approved a four-point arbitration plan worked out by general counsel Herman Levy and will appoint a committee to submit it to other exhibitor organizations and to distributors at a round-table meeting to be held some time in the future. Executive director Gael Sullivan, pointing out the industry-wide desire to get out from under the litigative burden now including 156 suits involving $350,000,000 in damages, said TOA does not consider its plan perfect or unsusceptible of improvement, but will offer it as

(*Continued on page 6*)

U.S. Supreme Court Refuses to Review Dipson, CSU Cases

Washington, Jan. 28.—Despite an unusual plea from the Justice Department to hear the case, the U. S. Supreme Court today refused to review a lower court decision throwing out the Dipson Theatres anti-trust case against Buffalo Theatres and major distributors.

The high court also refused to hear an appeal from another lower court decision dismissing an anti-trust suit by the Conference of Studio Unions against major producers and the International Alliance of Theatrical and Stage Employes.

The Justices gave no reason for

(*Continued on page 5*)

Wisc. Allied Settles Arbitration Cases

Milwaukee, Jan. 28.—The first two cases brought before the newly-organized Arbitration of Film Committee, set up by Wisconsin Allied pending the creation of an all-industry arbitration system, have been settled satisfactorily.

The first, involving the Parkway Theatre and the Rainbow in a dispute

(*Continued on page 2*)

Loew's Decree Grants 2 Years for Divorcement

Divestiture Hits Loew's N.Y. Chain; Keep State, Capitol

Loew's operation of the State and Capitol in Times Square is undisturbed by the theatre divestiture terms of its consent decree, but of some 63 houses in the city and nearby suburbs it will be required to divest either 14 or 16 outright and 32 other Metropolitan theatres are affected by conditional provisions.

Among the city theatres which it must divest are either the Pitkin in Brooklyn or, if it is retained, then two of these: the Coney Island, Prospect or Woodside. Also in Brooklyn, it must divest either the Kameo or Bedford; either the Premier, Alpine, Gates or Broadway, and the Palace

(*Continued on page 4*)

Sen. Walters, RKO Attorney, Dies Here

J. Henry Walters, former president *pro tem* of the New York State Senate, and for more than 25 years special counsel for the B. F. Keith Circuit, and later RKO Theatres, died yesterday at the Croydon Hotel here.

Ex-Senator Walters, Republican from Syracuse, was majority leader

(*Continued on page 4*)

Sets Outright Divestiture of 24 Theatres, Conditional Divestiture of 40-Odd Others; Provides for Possible Refinancing Problem

Washington, Jan. 28.—Outright divestiture of 24 theatres in two years and conditional divestiture of almost another 50 theatres are provided for in the proposed Loew's consent decree.

The decree also contains a new divorcement approach, made necessary by Loew's present outstanding indebtedness, which Justice Department officials put at about $40,000,000. Under this provision, a new theatre company would have to be set up within two years and be operated independently of Loew's from then on, but Loew's could continue to hold the stock of this new theatre company if it could prove to the court's satisfaction that it could not refinance so as to divide the present debt between itself and the new theatre company.

In that case, the theatre company stock could be retained by Loew's until suitable refinancing was arranged. The divorcement would have to be complete in any event within five years from now. From the time the new theatre company was set up until its capital stock was distributed to Loew's stockholders, half of its board would be controlled by the New York

(*Continued on page 5*)

Highlights of Loew's Decree

Divorcement to be completed in two years unless allocation of debt among new companies prevents refinancing during that time, in which case court could grant an additional three years and appoint half of Loew's board during that period.

Outright divestiture of 24 theatres; conditional divestiture of nearly 50 others; one-half of total during first year and remainder in second year.

Corporate reorganization plan to be submitted to Loew's stockholders within 120 days after decree is approved by court.

Trade practice provisions similar to those in previous consent decrees.

Morison Hails Loew's Consent Settlement

Washington, Jan.. 28.—H. Graham Morison, assistant attorney-general in charge of the anti-trust division, hailed the proposed Loew's consent decree as "rounding out the division's successful court struggle to restore competition in the motion picture industry."

He said the net result of the five consent decrees with theatre-owning producers would be to free over 2,500 theatres from the control of companies engaged in production-distribution. Over 1,200 of these would be turned over to independents under divestiture provisions of the five decrees, he said, while their remaining theatres would be kept by the new theatre-owning companies resulting from divorcement.

Detail of Loew's Theatre Divestiture Provisions

Washington, Jan. 28.—The Loew's circuit of approximately 120 theatres will be reduced nationally to less than 100 by the outright divestiture provisions of the Federal consent decree and, under specified terms of conditional divestitures, another 40 theatres could be dropped, halving the size of the circuit. However, it is believed the latter prospect is not likely and that most of the theatres in that category will be retained by meeting the specified conditions.

The Department of Justice said the outright or conditional sales covered some 25 cities in the North Central and Northeastern United States. However, about two-thirds of the total divestiture would be in New York City proper, the Department added.

Loew's Metropolitan New York circuit of approximately 60 theatres must be cut by 14 to 16 divestitures, three of which already have been accomplished, and conditional divestiture terms apply to 32 others in the area.

One half of all the theatres to be disposed of outright must be sold within one year of the date of judgment; the other half by the end of the second year.

The city-by-city divestiture provisions are as follows:

BALTIMORE: Parkway to be divested or subjected to product limitation if competing independent cannot get films on the same availability for five-year period.

BOSTON: Fine Arts, by lease or other-

(*Continued on page 4*)

CairoDamage In Thousands

Theatre properties and offices of American film companies in Cairo, Egypt, were damaged during the weekend political riots there to the extent that repairs and reconstruction may cost many thousands of dollars, it was estimated here yesterday.

It was indicated that none of the American film property damaged is insured against destruction resulting from rioting, hence the companies themselves must pay for the damage inflicted by the crazed mobs that put the torch to theatres, restaurants, clubs and other entertainment places operated by American and British interests. Because of past experience with riots in Cairo, insurance companies had refused to cover property damage so caused, it was said.

Arbitration

(*Continued from page* 1)

over clearances and availability, resulted in an equal split of product, thus avoiding bidding. The second involved a small town exhibitor who won a "fair settlement" for extra expenses when he was forced to travel to the exchange center of a distributor in order to procure a picture.

Thompson Will Aid 'Brotherhood Week'

Leslie E. Thompson, RKO theatres executive, has been appointed chairman of the planning committee of the Amusement division's participation in the 1952 fund-raising campaign of the National Conference of Christians and Jews, George P. Skouras, national chairman of the division, has announced. J. Robert Rubin is general chairman.

Glaser Rejoins Universal

James Glaser has joined the Universal Pictures sales promotion department in New York to work under Henry A. (Hank) Linet, sales promotion director. Glaser, sales proceeds the late Bernard Maguire, was formerly a member of the advertising-publicity department in N. Y.

Oscar Cohen to Speak

Oscar Cohen, director of the community service division of the Anti-Defamation League of B'nai B'rith, will be the key speaker at a dinner-business meeting of New York's Cinema Lodge of B'nai B'rith at Rosoff's here tomorrow, Martin Levine, president of the Lodge, announces.

Meredith at NTFC Meet

Burgess Meredith is scheduled to address the National Television Film Council in the first of its 1952 luncheon-meetings tomorrow in the Hotel Abbey here. Meredith's address will compare "live" television to film. The meeting will be the first under its new administration of Melvin L. Gold, president; Dave Savage, vice-president, John Battison, secretary; William Holland, treasurer, and Arche A. Mayers, chairman of the board.

Personal Mention

E. S. GREGG, vice-president and general manager of the Westrex Corp., has left New York en route to Tokyo.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subjects and newsreel sales, is due in Cincinnati today from New York and from there will head for Indianapolis, Chicago and Detroit.

•

RICHARD HEERMANCE, assistant to WALTER MIRISCH, Monogram-Allied Artists executive producer, returned to his desk yesterday following an attack of pleurisy.

•

ALBERT CORNFIELD, 20th Century-Fox's managing director for Europe, North Africa and the Middle East, will leave here tomorrow for his Paris headquarters.

•

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, arrived here from Miami yesterday and will return there Thursday.

•

SIR ALEXANDER KORDA and director CAROL REED will arrive here from England on Feb. 5.

JOSEPH MOSKOWITZ, Eastern studio representative and vice-president of 20th Century-Fox, has returned here from Hollywood.

•

RUSSELL AMOS, formerly with George Mann's Theatres of Northern California, has been named office manager of Unicorn Theatres, with offices in San Francisco.

•

EDWARD UGAST, Far East supervisor for 20th Century-Fox, will return to his Tokyo headquarters from New York this week.

•

JEFF LIVINGSTON, Universal-International Eastern advertising manager, is in Philadelphia today conferring with Goldman Theatres officials.

•

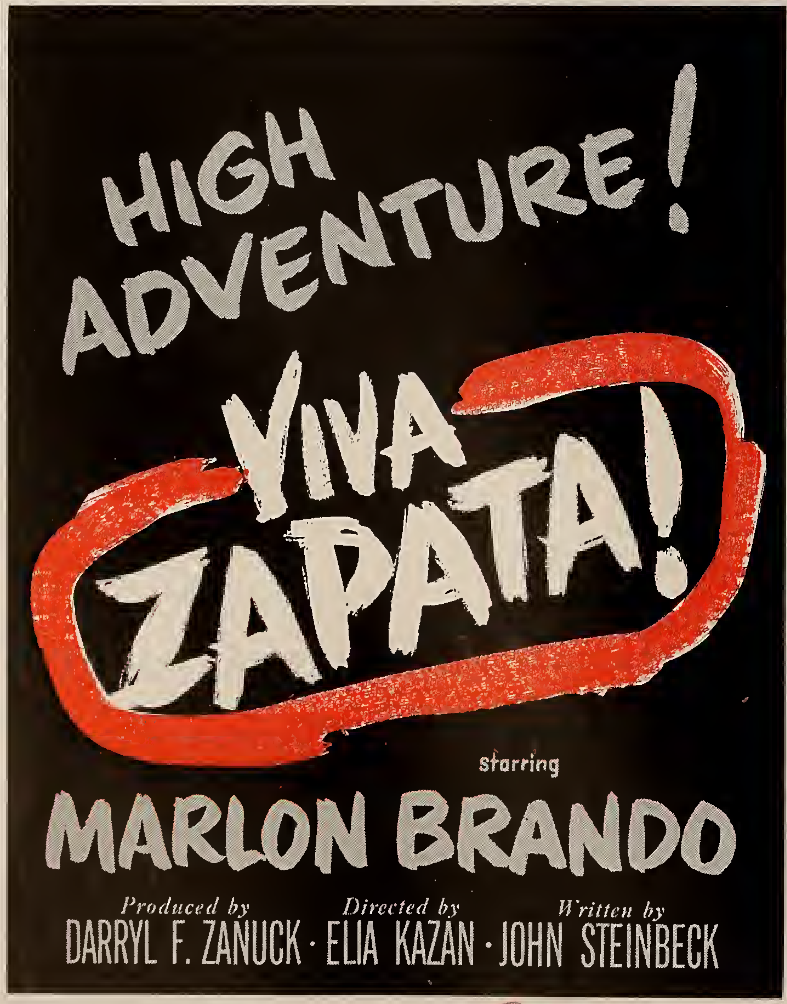
JACK SIDNEY, publicity director for Loew's Baltimore Theatres, has received the Army's Silver Star for Valor in World War II.

•

E. C. PEARSON, M-G-M press representative in Cleveland, has returned to that city from New York.

•

DORE SCHARY will be heard over WCBS Feb. 5 on the "This I Believe" series.


HIGH ADVENTURE!
VIVA ZAPATA!
Starring
MARLON BRANDO
Produced by DARRYL F. ZANUCK · Directed by ELIA KAZAN · Written by JOHN STEINBECK

There's No Business Like 20 CENTURY-FOX Business!

Tighter Censorship Seen for Ontario

Toronto, Jan. 28.—The first session of the new Ontario legislature, scheduled to open in February is expected to see an amendment to the Theatres and Cinematograph Act which will establish a censorship category for "Adults Only" in addition to "Adult Entertainment" films. The latter cannot be shown at Saturday matinees or other juvenile performances.

Stevens, Coleman Honored by Guild

HOLLYWOOD, Jan. 28.—The Screen Directors Guild last night, at its annual awards dinner at the Biltmore Bowl, attended by 850, voted George Stevens winner of the 1951 annual award for best direction, on "Place in the Sun." Stevens' assistant, C. C. Coleman, received a medallion. The Guild also made Louis B. Mayer an honorary life member in recognition of his contributions to the industry.

Gilman to Manage Loew's in Syracuse

Sam Gilman, manager of Loew's Theatre, Harrisburg, is transferred to Loew's State, Syracuse, succeeding Harold Mortin, resigned, it was announced here by John Murphy, in charge of Loew's out-of-town theatre operations. William Trambukis, manager of Loew's Strand, Syracuse, will succeed Gilman in Harrisburg, with Eugene Moulaison, assistant at Loew's Providence, becoming manager of the Strand.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

COLUMBIA PICTURES presents
BRODERICK CRAWFORD
DONNA REED · JOHN DEREK
in
Scandal Sheet
in Person
THE INK SPOTS · SARAH VAUGHAN
ERSKINE HAWKINS And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

SAMUEL GOLDWYN'S "I WANT YOU"
Now! CRITERION Broadway at 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

THAT GIRL...with her a man always runs a risk ...but he never runs far!

HELICOPTER attack on a fleeing auto...the most terrifying duel ever waged!

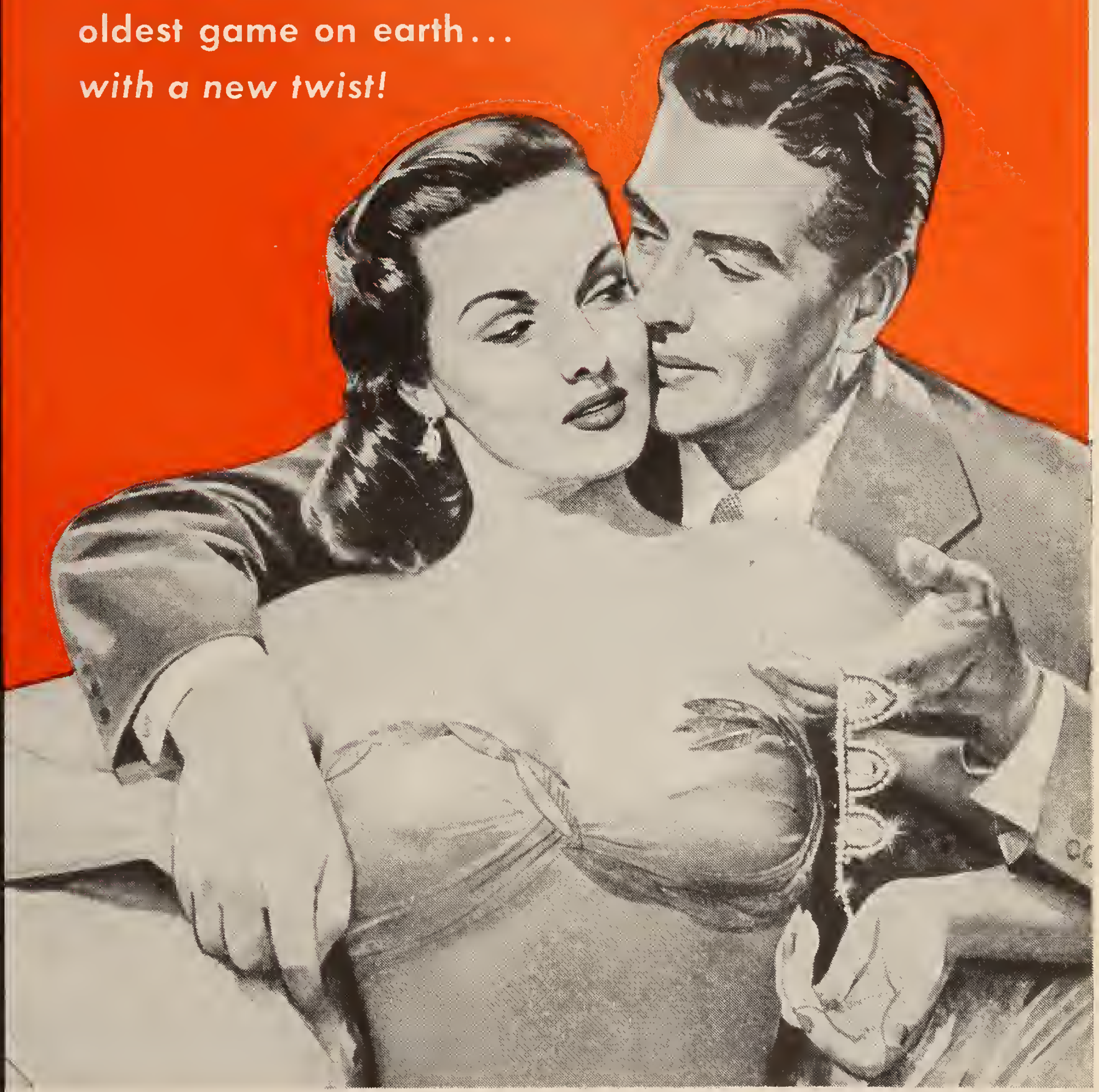
THE LOSER wins the jackpot...of bullets...when these two boys fight it out!

GAMBLING palaces lure thrill-seekers to a world of wild gaiety and revelry!

LAS VEGAS...

where everybody plays a game!

And these two play the
oldest game on earth...
with a new twist!



HOWARD HUGHES presents

JANE RUSSELL · VICTOR MATURE

in

THE LAS VEGAS STORY

co-starring

VINCENT PRICE with **HOAGY CARMICHAEL**

Produced by ROBERT SPARKS · Directed by ROBERT STEVENSON

Screenplay by EARL FELTON and HARRY ESSEX

RKO RADIO PICTURES

Hear JANE and HOAGY *Sing!*

BIG BROADWAY ATTRACTION AT N. Y.'S PARAMOUNT THEATRE!

● **FOR YOUR BOXOFFICE**

Typical RKO National advertising campaign...with full pages in Life, Look, Saturday Evening Post, Time, Newsweek...American Weekly (22 cities) and fan magazines totaling

27,875,799 CIRCULATION

National Pre-Selling

UNIVERSAL-INTERNATIONAL will launch its Technicolor picture "The Battle of Apache Pass" with two-pages ads in national magazines listing all key theatres that will play the picture during April. It is a matter of policy with David E. Lipton, vice-president in charge of advertising-publicity to connect such advertising directly with playdates in theatres. Also, to promote "Here Come the Nelsons" the company is tying in with the H. J. Heinz Co. (Pittsburgh) which will plug the picture in its national advertising.

•

Samuel Goldwyn in a personal message to millions of readers of *American Weekly*, last Sunday, told them "What America Means To Me." He gave his story of the opportunity he has found here, and what he encountered on the way up to his present accomplishments, starting with his first job, where he worked 60 hours a week for wages of three dollars. An editorial note said, "Samuel Goldwyn, whose name has become synonymous with comic conversational malaprop, is a serious and sensitive man. He has finally been induced to write this success story of 55 years in a new land."

•

The M-G-M Record promotion department, under the supervision of Sol Handwerger, advertising-publicity manager, is going all out in publicizing "Quo Vadis" record albums, containing actual music from the picture. With the picture playing in 18 cities and scheduled to open in 25 other first-runs shortly, the record company is distributing display material to music shops and providing tieups at the point of sale.

•

Backed with all of the showmanship of Hollywood and Las Vegas, Howard Hughes' production of "The Las Vegas Story" will have its gala premiere in the Nevada city on Feb. 12, with Jane Rusell leading a delegation from the studio. Bob Hope has been selected to reign as "King of the Mardi Gras" at Houston, Texas, on Feb. 15, with the joint cooperation of the University of St. Benedict and the Ellington Air Base, near Houston. He was chosen for the honor by the Basilian Fathers, administrators of the University, who also invited girl students from St. Joseph's College of Nursing, Sacred Heart College, Rice Institute and University of Houston, to act as Princesses in the Mardi Gras.

•

Redbook *for February will have another of the biographical portraits for which the magazine is noted—this time "The Girl Who Married A Career"—Betty Hutton, makes a stunning cover as well as a wonderful story by Lloyd Shearer. Florence Somers,* Redbook *feature editor, picks "Room for One More" as the "Picture of the Month." The new* McCall's *for February, now on the newsstands, has feature articles on Peggy Dow and Janet Leigh, and a beauty article based on M-G-M dance studio exercises by the young dancing stars, Debbie Reynolds and Leslie Caron.*

—WALTER BROOKS

Loew's Divestiture

(*Continued from page 1*)

wise for one year, preference is to be given to offers to use it for motion picture purposes, but after a year, it can be sold or leased for any purpose. The State to be divested or subjected to product limitation if for five years a first-run independent in the Back Bay area does not have a chance to get first run films.

BRIDGEPORT: Lyric to be sold to a purchaser who promises a first-run policy. An additional theatre to be sold or subjected to a product limitation if a first-run independent does not have a chance for five years to get first-run films.

BUFFALO: Elmwood or Kensington or both must be sold. If either is retained, it must be subjected to a product limitation if for five years a competing second-run independent does not have opportunity to get second-run films.

CLEVELAND: Either the State or Stillman or Ohio or Park or Granada must be sold. If one of the last three is sold, Loew's must sell an additional theatre in Cleveland unless in each year for the succeeding five years an independent regularly plays first run for at least nine months or two independents regularly play first run for the greater part of the year. An additional theatre shall be sold if any time during the next five years more than three Loew's theatres play first-run. Still another must be sold if the Justice Department rules that a competing independent is adversely affected by first run showings at more than two Loew's theatres. The Granada shall be sold or subjected to a product limitation if for five years a second-run independent on the West Side cannot get second-run films. The Park shall be sold or subjected to a product limitation if a second-run independent on the East Side cannot for five years get second-run films.

COLUMBUS: Either the Ohio or the Broad to be sold or subjected to product limitation if for three years a first-run independent does not have a chance to get first-run films.

EVANSVILLE, IND.: Victory or Majestic to be sold if in any year for five years an independent does not regularly play first run for the greater part of the year.

HARTFORD: Either the Poli or the Palace to be sold or subject to product limitation if a first-run independent cannot for three years get first-run films.

MERIDEN, CONN.: The Poli to be sold. The Palace to be sold or subject to product limitation if in any year for five years an independent does not regularly play first run for the greater part of the year, or if for five years a competing first-run independent cannot get first-run films.

MT. VERNON, N. Y.: The Mt. Vernon in Mt. Vernon or the New Rochelle in New Rochelle or the State in White Plains or the Yonkers in Yonkers, to be sold. The Mt. Vernon must be sold or subjected to a product limitation if for three years a competing first-run independent cannot get first-run films.

NEW HAVEN: Poli or Bijou or College must be sold.

NEW ROCHELLE, N. Y.: See Mt. Vernon. The New Rochelle must be sold or subject to a product limitation if for three years a competing first-run independent cannot get first-run pictures.

NEW YORK CITY, BRONX: The Paradise must be sold or subject to a product limitation if a Bronx independent with a theatre suitable for first borough run cannot get films for five years on that run. The National or Victory must be sold. If the Victory is sold, it must be to a purchaser who promises a first neighborhood run policy. The Boulevard must be sold or subjected to a product limitation if an independent in its zone with a theatre suitable for first neighborhood run operation cannot get films for this run. Similar provisions apply to the American and Post Road. A similar provision, only with a three-year product limitation, applies to the Grand. The Boston Road and Burland must be sold outright. The Fairmont or Burnside must be sold. The Fairmont must be sold or subjected to a product limitation if for five years a competing independent with a suitable theatre cannot get first neighborhood run films. The Burnside must be sold or subjected to a product limitation if for three years a competing independent with a suitable theatre cannot get first neighborhood run films. The Elsmere must be sold or subjected to a product limitation if for five years a competing independent with a suitable theatre cannot get second neighborhood run films. The 167th Street must be sold or subjected to a product limitation if in any year for five years an independent in its zone does not regularly play first neighborhood run for the greater part of the year.

NEW YORK CITY, BROOKLYN: The Palace and Melba must be sold. The Metropolitan shall be sold or subjected to a product limitation if for five years an independent with a theatre suitable for first borough run cannot get films for that run. The Kings must be sold or subjected to a product limitation if for five years an independent with suitable theatre in its zone cannot get films on the same availability as the Kings. Loew's must offer the Pitkin for sale for one year and must sell if a reasonable offer is made. If the Pitkin is not sold, Loew's must dispose of two of the three following theatres—Woodside, Coney Island and Prospect. It must sell one of the four following theatres—Premier or Alpine or Gates or Broadway. The Premier must be sold or subjected to a product limitation if for five years an independent with a suitable theatre in its zone cannot get first neighborhood run pictures. The Alpine, Gates, Coney Island and Broadway must be sold or subjected to product limitations if for three years an independent in their respective zones cannot get first neighborhood run films.

The Bay Ridge must be sold or subjected to a product limitation if for three years an independent in its zone with a suitable theatre cannot get films for second neighborhood run operation. The Warwick must be sold or limited on product if for five years an independent in its zone with a suitable theatre cannot get films on the same availability as the Warwick. The Oriental shall be sold or limited in product if in any year for five years there is not in its zone an independent regularly playing first neighborhood run for the greater part of the year.

Loew's must sell the 46th Street or the Boro Park if in any year for five years an independent in that zone does not regularly play first neighborhood run at least nine months a year. The Kameo or Bedford must be sold. Each must be sold or subjected to a product limitation if for five years an independent with a suitable theatre is not given a chance to buy first neighborhood run films. The Brevoort must be sold or limited in product if for five years an independent in its zone with a suitable theatre cannot get second neighborhood run films.

NEW YORK CITY, MANHATTAN: The Sheridan, Lexington, Victoria, and 116th Street must be divested or limited in product if for three years an independent with a suitable theatre in each respective zone cannot get first neighborhood run films. The Commodore or Avenue B must be sold. The remaining theatre must be sold or subjected to a product limitation if for five years from the divestiture of the other, an independent in their zone with a suitable theatre cannot get first neighborhood run films.

The Delancey or Canal must be sold or subjected to a product limitation if for five years from the time the one is sold, no independent with a suitable theatre in their zone can get first neighborhood run films. The 42nd Street must be sold. The Inwood or Dyckman must be sold, and the remaining theatre must be sold or subjected to a product limitation if for five years from the time the other is sold, an independent in their zone with a suitable theatre cannot get first neighborhood run films.

Loew's must sell either the 175th Street or the Rio if certain conditions for independent first neighborhood run competition are not met. The Olympia and 83rd Street must be sold or limited in product if for five years an independent with a suitable theatre in each respective zone cannot get first neighborhood run films. Both the Lincoln Square and 72nd Street must be sold.

NEW YORK CITY, QUEENS: The Valencia must be sold or subjected to a product limitation unless for five years an independent with a Queens theatre suitable for first borough run has opportunity to secure films for that run. The Triboro must be sold or subjected to a product limitation if a suitable independent in its zone is not given the opportunity for five years to procure films on a first neighborhood run basis. Plaza, and/or Prospect and/or Hillside to be sold, unless the Prospect is divested under other provisions of the decree. As long as the Prospect and the Plaza are retained, they must be subjected to a product limitation if for three years an independent with a suitable theatre in the Queens zone where each theatre is located cannot procure first neighborhood run films. If the Hillside is retained the same terms apply, but for five years from the date of judgment. The Willard shall be divested or subject to a product limitation, unless a competing independent with suitable theatre can for three years get first neighborhood run films.

NORTH BERGEN, N. J.: The Embassy shall be sold or subjected to a product limitation if for five years, an independent in North Bergen, West New York, or Union City, N. J., with a theatre suitable for operation on the Embassy's availability is not given the opportunity to procure films on that availability.

NORWICH, CONN.: The Poli must be sold or subjected to a product limitation if for five years a Norwich independent with a suitable theatre isn't given the chance to get first-run films.

UNION CITY, N. J.: See North Bergen.

WATERBURY, CONN.: The Poli or Strand to be sold.

WEST NEW YORK, N. J.: See North Bergen.

WHITE PLAINS, N. Y.: See Mt. Vernon. The State must be sold or subjected to a product limitation if for three years an independent in White Plains with a theatre suitable for first-run operation is not given the chance to get first-run films.

WORCESTER, MASS.: The Poli or Elm Street to be sold if in any year during the five years from the date of the judgment an independent does not regularly play first run for at least nine months of the year. The Poli or Elm Street must also be sold or subjected to a product limitation if for three years a Worcester independent with a theatre suitable for first-run operation can't get first-run films.

YONKERS, N. Y.: See Mt. Vernon. The Yonkers must be sold or subject to a product limitation if for three years a Yonkers independent with a theatre suitable for first-run can't procure first-run pictures.

Loew's declares that since Jan. 1, 1950, it disposed of the Lincoln Square, the 42nd Street, the Boston Road and the Burland.

Loew's N. Y. C.

(*Continued from page 1*)

and Melba. In addition, conditional divestiture terms apply to the Bay Ridge, Warwick, Oriental, Metropolitan, Kings and Brevoort, and either the 46th Street or Boro Park.

In Manhattan, the Commodore or Avenue B, the Inwood or Dyckman and the 72nd Street must be dropped. The Lincoln Square and 42nd Street, already sold, also are on the must-divest list. Conditional divestiture terms apply to the Sheridan, Lexington, Victoria, 116th Street, Olympia and 83d Street, and either the Delancey or Canal, the 175th Street or Rio and, whichever is not sold, to either the Commodore or Avenue B, and the Inwood or Dyckman.

In the Bronx, the Grand and either the National or Victory must be sold. The Boston Road, also on the list, has already been sold. Conditional terms apply to the Paradise, Boulevard, Grand, American, Post Road, Elsmere, 167th Street and either the Fairmont or Burnside.

In Queens, conditional divestiture terms apply to the Valencia, Triboro, Plaza, Prospect, Hillside and Willard.

Nearby, Loew's must dispose of either the Mt. Vernon, New Rochelle or the State, White Plains. Conditional divestiture terms will apply to the New Rochelle if it is not sold.

Sen. Walters Dies

(*Continued from page 1*)

in the Senate during the period when the late Mayor Walker was minority leader.

Walters went to the Assembly from Syracuse in 1908 and remained there until 1910, when he was elected to the Senate. He remained a Senator until 1920, leaving to become personal counsel for the late Edward F. Albee, then president of the B. F. Keith Corp.

Survivors include the widow, Mrs. Clare A. Walters.

Funeral services, to be held today at the Universal Funeral Chapel, will be private.

Simonelli Aids MacPhail

Charles F. Simonelli, manager of Universal's Eastern advertising-publicity department, was the negotiator in the acquisition at the weekend of the Bowie race track by a syndicate headed by ex-baseball magnate Larry MacPhail.

Loew's Decree

(*Continued from page 1*)

statutory court to insure independent operation.

The Loew's decree will be presented to the statutory court here on Feb. 6, but copies were made available to the press by the Justice Department today to permit interested parties to look over the provisions in advance of the court hearings.

The Loew's decree marks the end of the so-called Paramount case, begun in 1938. All five theatre-owning companies have now agreed to consent decrees with the government, and the other defendants have been taken care of through a court-approved decree. All that now remains of the 14-year-old case will be enforcement and interpretation proceedings, such as the current Howard Hughes case in the Supreme Court. Justice Department officials expect such proceedings to continue on and off for many years.

Trade practice and other provisions of the Loew's decree generally follow those of the earlier decrees. One other new gimmick is a slightly different conditional divestiture formula in some cases. In previous decrees, in some cases the company either was to divest a theatre or take a product limitation, that limitation being a flat percentage of the feature films released by the major distributors in any year. In the Loew's decree, this type product limitation is used in some cases, but another type is used in other cases. In this type, Loew's is prevented from getting more than two-thirds of the features that they got in the previous year from any distributor.

The decree puts a Feb. 29, 1952, deadline on Loew's ending its joint interests with United Artists Theatre Circuit, Inc.

The divorcement provisions of the Loew's decree are aimed, as were the similar provisions in the earlier four decrees with Paramount, RKO, Warner and 20th Century-Fox, at dividing the company into separate production-distribution and theatre-owning companies. A reorganization plan must be submitted to Loew's stockholders within 120 days of the date of the judgment, and must be carried out within two years. This plan must transfer all Loew's theatre assets to a new company, and in return Loew's will get all of the capital stock of the new theatre company.

Then comes the special provision for the Loew's indebtedness. "Within three years from the date of this judgment," the decree stipulates, Loew's, Inc., "shall distribute pro rata to its stockholders the capital stock of the new theatre company; provided however, if Loew's shall after two years from the date of this judgement show to the satisfaction of the court, and the court shall first find, that it is unable to arrange a divsion of its present funded debt between it and the new theatre company or to procure substantially similar financing in replacement of the present funded debt so as to accomplish a division of such debt in a manner which will permit such companies to do business with a reasonably prudent financial position, Loew's may retain the stock of the new theatre company until a division or refinancing to accomplish a division of its present funded debt in a reasonably prudent manner between Loew's and the new theatre company can be arranged, but such division or refinancing shall in any event be made no later than five years from the date of this judgment; and Loew's shall distribute the stock of the new theatre company pro rata among its stockholders within 30 days after a division or refinancing of its present funded debt is effectuated."

The decree provides that so long as Loew's retains the stock of the new theatre company it can receive money from the theatre company either to pay off the funded debt or to pay dividends to Loew's stockholders.

The by-laws of the theatre company must state that until its capital stock is distributed to Loew's stockholders, in order to make sure it is operated independently of Loew's, one-half of its board of directors shall be approved by the New York court "and be subject to its direction."

No Common Directors

From the consummation of the reorganization plan on, the decree states, Loew's and the new theatre company must be operated completely independently and have no common directors, officers, agents or employes. Within six months from the time the theatre company stock is distributed to Loew's stockholders, all officers, directors and agents of Loew's or any employe who owns one-half of one per cent or more of the Loew's common stock must, if they are to continue with Loew's, either sell or deposit with a court-appointed trustee all stock in the new theatre company.

The trustee shall vote the stock, and sell it if it is not disposed of by its owner within one year from the time it is deposited with the trustee. The owner of the stock can get the dividends, however, while it is trusteed. The same arrangement is prescribed for officers, directors or agents or large stockholders of the new theatre company, with respect to stock in Loew's.

If Loew's asks more time to carry out better refinancing, and if the court grants it, "then, after two years from the date of transfer of the assets to the new theatre company, no officer or director of the theatre company or of Loew's shall receive, directly or indirectly, any dividends on any share of Loew's stock in excess of the amount of earnings per share of the company in which any such person is an officer or director."

The decree provides that no officer or director or agent or employe of Loew's shall have any interest in the profits of the new theatre company or in the business of film exhibition, and lays down a similar ban against interest in production or distribution for the like theatre company officials and employes.

The theatre company by-laws must provide that no one affiliated with any other circuit can become an officer or director unless approved by the Justice Department and the court, and that in no event can an officer or director be affiliated with any other circuit which was a defendant in a government anti-trust suit. Loew's by-laws must provide that no one who is a director, agent, officer, employe or substantial stockholder of another distributor can be an officer or director.

Banned From Exhibition

Loew's is banned from exhibition and the theatre company is banned from distribution, except on application to and approval of the court and on a showing that such action will not unreasonably restrain competition.

The decree specifically gives Loew's the right during the first year from the judgment date to license films on any basis it wants to its own theatres, except with respect to theatres held jointly with United Artists Theatre Circuit.

The decree gives the government the usual right to inspect books, interview employes and require reports.

On trade practices, the decree like the earlier ones, bans minimum admission price fixing; agreements with exhibitors or distributors to maintain a clearance system; any clearance between theatres not in substantial competition ; unreasonable clearances; franchise, formula deal and master agreements; licenses in which the right to exhibit one feature is conditioned upon the licensee's taking one or more other features, with the usual 20 per cent rejection right for the licensee on features not trade shown prior to licensing; and from any licensing system other than "theatre by theatre, solely upon the merits and without discrimination in favor of affiliated theatres, circuit theatres or others."

The usual language is also included to bar theatre pools, profit-sharing leases, partnerships with an actual or potential independent or with another theatre company set up under a Paramount case divorcement plan; and booking or buying through agents who are also buying for any other exhibitor.

Until divorcement or divestiture is completed, Loew's could acquire new theatres to replace those destroyed or converted to non-theatrical purposes or to replace theatres on which leases cannot be renewed. In the latter case, the court must approve. All other acquisition is banned. After the divorcement and divestiture provisions are carried out, theatres could be obtained only to replace those destroyed or converted, and only with court approval.

U. S. Reserves Right to Check Sales of Loew's N.Y.C. Theatres to Single Buyer

Washington, Jan. 28.—The Attorney General specifically reserves the right to pass on any case where Loew's is selling under the divestiture provisions more than one New York City theatre to any one purchaser.

The decree states that any conditional divestiture must be carried out within six months after the conditions are not met.

Loew's is given permission to retain up to eight of the theatres which it may be required to divest if it cannot get a reasonable price and if the court approves. Such theatres must be leased or subleased to an independent. Moreover, the lease cannot give Loew's a share in the future profits of the theatre. Finally, Loew's must sell its interest as soon as it can do so on reasonable terms.

The decree also provides that any theatres which Loew's must divest and which are now held under lease may be sublet in any cases where Loew's cannot get the landlord to release it from the lease. Nine conditions are laid down to hedge in such subleases, including the fact that it must be to an independent.

Dipson Case

(*Continued from page 1*)

either action, merely noting their refusal to hear the two appeals in a long list of orders handed down at a noon decision session. Justice Jackson did not take part in the Dipson ruling, it was noted.

Dipson, with Justice Department aid, asked the Supreme Court to overturn a decision of the Second Circuit Court of Appeals. That decision in turn affirmed a Buffalo District Court ruling against Dipson's suit. Dipson had charged Buffalo Theatres, Bison Theatres, Vitagraph, Warner, Loew's, Paramount, RKO Radio, 20th Century-Fox, United Artists and Vincent R. McFaul with a conspiracy to deny pictures to Dipson and to favor theatres owned jointly by Loew's and Paramount.

Dipson claimed the Paramount case opinion required a finding against such joint ownership. The District and Circuit courts held that Dipson had to prove a conspiracy and monopoly, and could not rest on the Paramount findings. This proof had not been forthcoming, the lower courts said.

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$148,000 for Hall As Roxy, Paramount Report Good Week

"The Greatest Show on Earth" at Radio City Music Hall this week continues to set the box-office pace among New York first-runs. Many theatres report matinee business bolstered by high school students who were taking Regent examinations during the period.

The third inning of Cecil B. DeMille's Paramount production plus a stage show at the Hall is expected to hit a big $148,000. At the nearby Roxy, which also features a stage show, a fine $63,000 is seen for the third week of "The Model and the Marriage Broker."

On Friday, "Phone Call from a Stranger" opens at the Roxy, which has set up a large telephone exhibit in the outer lobby of the theatre to herald the engagement.

At the Paramount, which features the Ink Spots on stage, a nice $73,000 is forecast for the second and final week of "Scandal Sheet," which is being replaced tomorrow by "The Las Vegas Story." "Cry, the Beloved Country" opened to a strong $14,500 for its two-a-day engagement at the Bijou.

'Vadis' Doing Excellently

Among the hold-overs, "Quo Vadis" is doing excellently at the Astor, where a fine $34,000 is estimated for the 12th week. Also holding up well are "Detective Story" at the Mayfair with a gratifying $20,000 forecast for the 12th and final week. "Death of a Salesman" at the Victoria is expected to do a robust $21,000 for the sixth week. On Thursday, "Sailor Beware" will bow in at the Mayfair.

Over at the Criterion, a nice $14,000 is estimated for the sixth week of "I Want You," while "Submarine Command" at the Globe is expected to do only a fair $14,000 for its second inning.

A moderate $29,000 is forecast for the second and final stanza of "The Light Touch" at the Capitol and a satisfactory $20,000 gross is estimated for the second week of "Room for One More" at the Warners. "The Lone Star" bows at the Capitol Friday. Also under the fair category is "Decision Before Dawn" which expects to rack up $10,000 for its fifth week at the Rivoli. "Viva Zapata" will have its premiere there Feb. 7.

At Loew's State, "For Men Only" will be replaced today with "Invitation." The second and final week of "For Men Only" registered a tepid $10,000.

Still grossing well is "The Lavender Hill Mob" at the Fine Arts Theatre where a healthy $8,200 is seen for the 13th week. Another nice grosser is "Pandora and the Flying Dutchman" at the Normandie where a $7,500 is seen for the eighth week.

Among the off-Broadway houses, a good $10,000 is estimated for the 21st week of "The River" at the Paris, while an all right $2,500 is seen for the second and final week of "Cage of Gold" at the 72nd Street Trans-Lux. "The Small Dark Room" will open at the 72nd Friday. In other Trans-Lux Theatres, "Bonnie Prince Charles" at the 60th Street is expected to rack up a fair $3,300. "Japanese War Bride" bows in at the 52nd Street today, replacing "It's a Big Country," which did a satisfactory $3,000 for its final week.

Garland to Wind Up Palace Run Feb. 17

Judy Garland will end her record-breaking 19-week run at the RKO Palace here on Feb. 17, in the longest "in person" appearance since the theatre opened in 1913.

Previous commitments for the singing star were given as the reason for posting the closing date. Meanwhile, an RKO Palace spokesman said that the incoming show, the personalities of which were not disclosed, will start on Feb. 19. The current two-a-day reserved seat policy will prevail. Lining up talent for the new show is Sol Schwartz, RKO Theatres president, now in Hollywood.

Recruiting Role Is Seen for Theatres

A plan whereby theatres can actively assist the Armed Forces in the recruitment of women—apart from exhibiting a short subject on the military need—will be discussed at the Feb. 20-21 Council of Motion Picture Organizations board meeting in New York, Robert W. Coyne, COMPO special counsel, reported here yesterday.

The outline of the plan, which already has been approved by the COMPO board, points to the use of one or more theatres in a community as recruiting centers. The extent to which such an arrangement could be applied depends, Coyne said, on whether the Armed Forces see their way clear to deploy defense personnel to the theatres.

Arbitration Plan

(*Continued from page* 1)

basis on which trade factors can work out a mutually agreeable arbitration system.

Describing point one, the scope, Sullivan said, "Any matters arising out of or in connection with film contracts, or any matters involving clearance and runs, or any controversy over or concerning competitive bidding" will be eligible for arbitration. While exhibitors will have their choice between turning to litigation or arbitration, once they have resorted to arbitration they cannot revert to litigation. Other two points cover selection of arbiters and national administrator.

With the discussion on arbitration running over from the morning session into the afternoon, delegates turned to discussion of trade practices later in the day.

In the trade practice session tribute was paid to the success being experienced by regional grievance panels, which confine many threatening problems to handling on a local level.

Seasonal scheduling of pictures and juggling of release dates were condemned as adding unnecessarily to trade problems, aggravating exhibitor advertising planning, and limiting exhibitor initiative.

Companies which have instituted bidding for short subjects were scored as spreading an already severely trouble-making policy.

Exhibitors moved for more comprehensive planning on preparation of press books, particularly with respect to the needs of the small town showman.

More film salesmen are needed, the meeting agreed, so that the small exhibitor may have a better opportunity to select his pictures advantageously.

Distributors must be made to understand, it was held, that certain practices in force are not above investigation, and that their continuation tends to concentrate harmful sales policies already abusive in effect.

Sherrill C. Corwin, TOA vice-president, will chairman the Wednesday morning session, at which Robert E. Bryant will discuss Federal, state and local taxation. Herman M. Levy, TOA general counsel, will report on the recent decision of the Florida State Supreme Court on theatre admission taxes. The use of acetate film to reduce insurance costs and alleviate restrictions in building codes will be the third subject of the morning session, which will conclude with a talk on federal controls on building and modernization.

Wednesday afternoon will be devoted to a closed session with film producers and studio officials, under the chairmanship of Si Fabian. Elmer Rhoden will preside at the Thursday morning session, covering public relations, box office stimulants, and a report on the industry's public relations shorts. Company trailers on forthcoming product will be screened.

Thursday afternoon session, chairmanned by E. D. Martin, Martin Theatres head, will cover regional organizations and grievance panels; increasing TOA units and membership; representation of exhibitor problems to distributors.

Delegates will be the guests of Charles P. Skouras at a cocktail party in Variety Club Thursday evening.

Industry Groups Seek Early Meet on NPA Color TV Ban

WASHINGTON, Jan. 28.—The Motion Picture Association of America, National Exhibitors Theatre Television Committee and Theatre Owners of America today asked the National Production Authority to meet with them before Feb. 8 on their request for permission to use color in theatre television.

On Feb. 8, TV set makers are slated to meet with NPA officials to discuss revision of the agency's color TV ban.

Last week, MPAA, NETTC and TOA asked the government to rule that the ban did not cover theatre TV color but only color for home sets. If this ruling could not be made immediately, they said, NPA should give the theatre TV people a chance to present their case more fully at a meeting with agency officials.

DuMont, 'IA' Line Up for FCC Hearing

WASHINGTON, Jan. 28.—Allen B. DuMont Laboratories, Inc. and the IATSE filed notices of appearance today in the Federal Communications Commission Feb. 25 theatre television hearing.

Additional notices were filed by the American Federation of Labor, CBS and the American Federation of Radio Artists.

Sponable Again in Zurich

Earl Sponable, director of research for 20th Century-Fox, has arrived in Zurich, Switzerland, from New York, it was learned here yesterday. Sponable's trip, like previous ones, is in connection with 20th-Fox's Eidophor CBS color theatre television system, the equipment of which is expected to arrive here shortly.

Meanwhile, Dr. W. R. G. Baker, General Electric vice-president, who will supervise the Eidophore development here, has conferred with Spyros P. Skouras at the 20th-Fox home office. Before his return to Syracuse, Dr. Baker said the manufacture of the system is now being worked out.

Ticket Tax Repeal Urged By Governor

Jackson, Miss., Jan. 28.—Repeal of Mississippi's 10 per cent amusement tax levied against motion picture theatre admissions was urged by Governor Hugh L. White in his inaugural address to the new legislative session here.

Hit Buchman With Contempt Citation

WASHINGTON, Jan. 28.—Sidney Buchman, veteran Hollywood producer, was cited for contempt today by the House Committee on Un-American Activities.

Today marked the second time that Buchman failed to appear at a Committee hearing in response to a subpoena. Committee members said the House would probably vote on the contempt citation Wednesday.

Michael Blankfort, Hollywood writer, told the Committee today that he had never been and was not now a member of the Communist Party. He declared that he had belonged to several "Communist Front" organizations, but that through his "own negligence" he had let himself "be used." Blankfort, who said he had written for the *New Masses* and the *Daily Worker* in the mid-30's in order to get passes to theatrical events, appeared in response to a Committee subpoena.

Johnston to Coast to Talk Film Problems

WASHINGTON, Jan. 28.—Eric A. Johnston, Motion Picture Association of America president, will confer in Hollywood during the early part of February with "various people" on industry problems. He, MPAA information chief Kenneth Clark, Mrs. Johnston and Merrie Smith, Johnston's secretary, will leave New York for the Coast on Wednesday.

This will be Johnston's first trip to the Coast since he resumed his MPAA duties. He will stay there until Feb. 12.

Crescent Premiere Feb. 28

NASHVILLE, Jan. 28.—The world premiere of Warner's "About Face" will take place here with the opening of Crescent Amusement Company's new 2,030-seat Tennessee Theatre on Feb. 28. Hollywood stars will attend the premiere, according to R. E. Baulch, Crescent president, and Kermit C. Stengel, executive vice-president.

FIRST IN FILM NEWS

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Allied Board Will Approve Arbitration

Myers Sees Affirmative Action on 'Some' Plan

WASHINGTON, Jan. 29.—Allied States Association's mid-winter board meeting here next week will definitely approve some kind of arbitration proposal, general counsel Abram F. Myers promised today.

"The board will take up the subject on the first day and stick to it until a plan satisfactory to it has been drawn," Myers announced in releasing the agenda for the coming session. Other top items on the agenda are film rentals and election of new Allied officers.

The board will meet at the Statler Hotel, Feb. 5 and 6. Prior to the

(*Continued on page 6*)

Progress Made in Industry's TV Bid

Substantial progress in finalizing the industry's TV presentation to the Federal Communications Commission was reported here yesterday to the executive committee of the Motion Picture Association of America.

The meeting highlighted also further discussions on the line-up of witnesses, in addition to those already announced. Other topics included the public interest phase of the presentation, programming and the technical aspects.

The sentiments of those attending was described as being unanimously in favor of the industry presenting a

(*Continued on page 7*)

MPAA Moving for Ad Credit Changes

Conferences on the Coast with representatives of the Screen Directors and Screen Writers guilds with a view to altering some of the traditional requirements with respect to writers' and directors' credits in advertising material have been scheduled by Eric A. Johnston, Motion Picture Association of America president.

Johnston, who will leave here today for Hollywood in company with

(*Continued on page 3*)

TOA Asks for Cash Aid in TV Licensing Bid

HOLLYWOOD, Jan. 29. — Theatre Owners of America board members today unanimously endorsed activities thus far carried on by the National Exhibitors Theatre Television Committee, as outlined to exhibitors at the annual mid-winter meeting by committee chairman Si Fabian, who urged that rank and file exhibitors should give cash support to NETTC's activities. Fabian said 25 cents per seat for theatres seating 1,000 or over, 17½ cents per seat for those seating fewer, is the proper basis for contributions. Although predicting favorable re-

(*Continued on page 6*)

UA Theatre Circuit Net $402,290 in '51

Net income of United Artists Theatre Circuit, Inc., for the year ending Aug. 31, 1951 was $402,290 compared to the previous year's $614,383, the company's annual statement disclosed here yesterday.

The biggest difference in the con-

(*Continued on page 6*)

U.K. WEIGHS CUT IN FILM DOLLARS

Butler Tells Commons Government May Reopen Pact Next September

LONDON, Jan. 29.—Consideration is being given by the British government to the possibility of reducing dollar payments to American film distributors under the existing agreement between this country and the American companies, Chancellor of the Exchequer Richard Austen Butler told Commons today.

Butler made it clear that the government is contemplating no extraordinary action to reduce the conversion of film companies' earnings here but, rather, is considering means of acting within the provisions of two-year remittance agreement itself, which can be reopened

(*Continued on page 3*)

Name Schnee Head Of Special M-G-M Production Group

HOLLYWOOD, Jan. 29.—A new M-G-M production group, which will afford young producers, directors, writers and players greater opportunities, has been set up by Dore Schary, production vice-president. Charles Schnee, who has written screenplays for some of the company's key pictures, has been named executive in charge of the group which will make 10 to 15 films a year.

Selected as producers of the group are Henry Berman, Matthew Rapf, Arthur Loew, Jr., Hayes Goetz, Sol Fielding and Sidney Franklin, Jr.

According to Schary, the group's production emphasis will be on a wide range of "challenging and provocative entertainments" with some films of an experimental nature. The group's productions will have no set budgets.

Schwartz Cites Progress Of N. Y. Industry Group

The New York community is today conscious of a motion picture industry in a more friendly and understanding way than it was some nine months ago when the Organization of the Motion Picture Industry of the City of New York began its campaign to improve public relations and promote attendance at theatres, according to a progress report released here yesterday by Fred J. Schwartz, OMPI chairman.

Fred Schwartz

In a letter of transmittal, Schwartz summarized the 24-page illustrated report to exhibitors of New York in these words: "Your industry has had a spokesman in the community to speak for the industry rather than for one business interest, theatre or picture. Relations with newspapers have improved, and their friendly support has been channeled

(*Continued on page 3*)

$380,000 from Censor Fees in 10 Months

Albany, N.Y., Jan. 29.—Governor Dewey, in his budget message to the State Legislature here today, reported that motion picture censorship fee collections during the first 10 months of the current fiscal year have amounted to $380,000, compared with $324,000 during the same period of 1950-51, "mostly as a result of the current practice of purchasing duplicate seals by license applicants."

Total revenue in 1951-52, he continued, is estimated at $450,000, and the same amount is expected during 1952-53.

Para. Sales Meet In Chi. Tomorrow

Branch managers of Paramount's Central, South Central and Western divisions will gather tomorrow at the Hotel Drake, Chicago, for the opening session of a four-day sales meeting which will be conducted by A. W. Schwalberg, president of Paramount Film Distributing Corp.

The meeting follows sessions held in New York for the Eastern, Southern and Mid-Eastern division, and like that conclave will also be attended by home office executives and field representatives.

Present, in addition to Schwalberg, will be E. K. O'Shea, Jerry Pickman,

(*Continued on page 6*)

Expand 20th's Phila. Product Seminar

Theatremen from the Washington and Pittsburgh exchange areas are to join with Philadelphia theatremen tomorrow at the Erlanger Theatre in Philadelphia where 20th Century-Fox will hold the first of several regional product seminars and merchandising meetings spearheaded by vice-president Charles Einfeld and his advertising-publicity staff.

The exhibitors, accompanied by their advertising - publicity - booking

(*Continued on page 3*)

Goldwyn Hits Chi. Release System; Asks Decree Change

CHICAGO, Jan. 29.—Following a long distance telephone interview with Samuel Goldwyn regarding the effect of the Jackson Park decree on motion picture producers, Will Leonard devotes his "Tower Ticker" column in today's *Chicago Tribune* to a discussion of the Chicago release system and Goldwyn's opinions of the system. He quotes Goldwyn as saying "one important figure has been forgotten in the Jackson Park decree case, and that is the independent producer.

"The Jackson Park decree grew out of a fight between exhibitors. When the court finished carving up the playing time so there were no extended Loop runs without court permission the independent producers who were not involved in the suit also found themselves carved up in little bits without the possibility of long Loop engagements. The independent producer finds that competitive forces no longer are at work and he is once more at the mercy of the theatre owners. I'm an independent producer," the quote continues, "and I've spent all my life fighting the very monopoly the Jackson Park decree is aimed at; yet, when I asked for an extended run for 'I Want You' I was turned down point blank although the court didn't even look at the picture before refusing. I believe experience has shown that the Jackson Park decree should be amended so no independent producer should be bound or affected in any way by its terms."

Schwartz Chairman Of NCCJ Group

Fred J. Schwartz, vice-president of Century Circuit, has been appointed Metropolitan New York committee chairman of the amusement industry's participation in the 1952 fund-raising campaign on behalf of the National Conference of Christians and Jews, George P. Skouras, Amusements division chairman announced.

Youngstein to Coast For Look at Product

Max E. Youngstein, United Artists vice-president, will leave here by plane on Sunday for Hollywood where he will view several pictures, some committed and some uncommitted to the distributing company.

Committed pictures which Youngstein will view during a one-week stay on the Coast include Stanley Kramer's "High Noon," Robson-Weiss' "Captive City," Anthony Veyer's "Miracle from Mars," and Alex Gottleib's "The Fighter."

UA Appoints Ende Assistant Controller

Joe Ende has been appointed assistant controller of United Artists here by A. E. Bollgier, treasurer of UA. It is a new post. He will supervise the company's domestic and foreign accounting departments.

Personal Mention

ROBERT WOLF, RKO Radio managing director in London, is scheduled to leave there by plane tomorrow for New York.

•

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, was guest of the Off-the-Record Club at a special meeting held at the 21 Club here yesterday.

•

SAM SCHNEIDER, editor of *Motion Picture and Television* magazine, will leave here for Hollywood Friday.

•

SCOTT R. DUNLAP is in New York from Hollywood en route to Europe.

HERBERT J. YATES, president of Republic Pictures, has returned to New York from the Coast.

•

SOL LESSER will be honored tomorrow by the Hollywood Foreign Correspondents Association at its monthly press interview luncheon.

•

J. W. (PETE) DAILEY, West Coast editor of *McCall's* magazine, has arrived here from the Coast.

•

MARTY WEISER, Lippert Pictures ad-publicity director, left Hollywood by plane yesterday for New York.

Johnston Approved

WASHINGTON, Jan. 29.—The Senate Foreign Relations Committee today approved the nomination of Motion Picture Association of America president Eric A. Johnston to be chairman of the International Development advisory board. Confirmation by the Senate itself is expected promptly.

'Rashomon' Gross Up

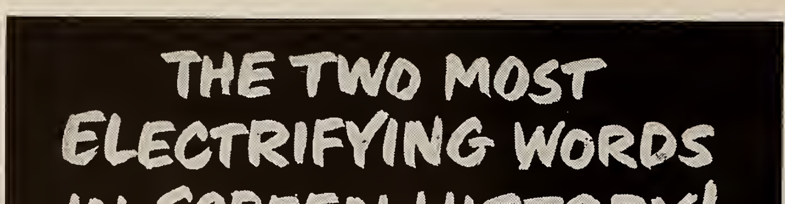
The RKO Radio release, "Rashomon" at the Little Carnegie here, in its fifth week grossed $14,100, which is better than the fourth week by $600. The picture has been booked into the Dupont in Washington on Feb. 5, and the Exeter Street Theatre in Boston for mid-February.

Union Head Convicted

George Maher, executive secretary of the National Association of Broadcast Engineers and Technicians, CIO, was convicted in Special Sessions Court here of third degree assault on Harold Spivak, IATSE counsel. Maher was accused of striking Spivak at a National Labor Relations Board hearing here last June. Sentencing is scheduled for Feb. 27, pending which Maher is free on $500 bail. NABET is involved in a jurisdictional dispute with IATSE, an AFL affiliate.

Detroit Strike Averted

DETROIT, Jan. 29.—A truckers strike which would have involved film carriers here was settled late yesterday.


THE TWO MOST ELECTRIFYING WORDS IN SCREEN HISTORY!
VIVA ZAPATA!
starring
MARLON BRANDO
Produced by DARRYL F. ZANUCK · Directed by ELIA KAZAN · Written by JOHN STEINBECK

There's No Business Like 20 CENTURY-FOX Business!

Newsreel Parade

EGYPTIAN discord and violence in Indo-China are currently highlighted in newsreels. Other items include various personalities in the news and sports. Complete contents follow:

MOVIETONE NEWS, No. 10—Egyptian reign of terror. Sen. Taft on foreign policy. Crash landing. Dionne quints. Premiere of "Red Skies of Montana." Square dance. Millrose games.

NEWS OF THE DAY, No. 244—Terror in Egypt. Violence in Indo-China. Wings for the Foreign Legion. Gorillas take "I.Q." test. Sports: Millrose meet. School for umpires. Dionne quints.

PARAMOUNT NEWS, No. 47—Dionne quints. Eric Johnston sees President Truman on "Point Four" post. Sen. Kefauver. Film "Henriettas" awarded. Middle East spotlight: Egypt, French Morocco, oil fields in Iraq.

TELENEWS DIGEST, No. 5-A—Report on Indo-China. Demand grows for German unity. "G.I.'s" trained for winter war. France's answer to morale in Korea. Sport flashes: basketball.

UNIVERSAL NEWS, No. 530—Terror in Egypt. Indo-China violence. Senator Taft in the political spotlight. Flashes from the world of sport: Millrose games.

WARNER PATHE NEWS, No. 50—Egypt. Sen. Taft attacks foreign policy. Kefauver presents family. Florida swim fashions. Gehrmann wins Wanamaker mile. Umpire school. Speed skating. International bob-sledding championship.

Two Doubt Hyman's Charge on Product

ALBANY, N. Y., Jan. 29.—The first comments on the charge by Edward L. Hyman, United Paramount Theatres vice-president, that distributors hold back their best films for holiday release, have come from two exhibition representatives in this area. Both took exception to Hyman's contention.

Charles A. Smakwitz, Warner Theatres zone manager, said he doubted that such practice is followed, but if so, "it is not wise." Harry Lamont, chairman of the Albany Theatre Owners of America unit, said: "I don't believe this is so, for two reasons. The first is that producers cannot consistently gauge, in pre-release time, how well the public will support a given picture. The second is that banks have a lot of money tied up in unreleased product, and producers cannot possibly hold back films for holiday spotting exclusively. The pressure to put them on the market and start collecting rentals is too great for bunching."

Smakwitz held that "a good picture can play anytime, anywhere, under any circumstance and do business. I have played top product under the most adverse conditions, and grossed big. There are few periods which are really 'weak' if the bill is strong. I concede that Holy Week is poor for the box-office in Albany and Troy, but it is not in Utica. I would like to have good pictures for release when another company might hold its back for choice time. That would be the spot in which to clean up.

Hyman's charge was referred by the Council of Motion Picture Organizations to the industry for comment.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann. Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke. Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

NEWS in Brief . . .

BUFFALO, Jan. 29.—M. J. Wolf, international chief barker of the Variety Clubs, was commended by Clare J. Appel, executive director of the Canadian Motion Picture Distributors Association, for "the magnificent case" he presented in the affirmative in a debate on whether "movies are better than ever" which was presented over radio-television from Buffalo last Saturday on the "Buffalo University Forum of the Air" program.

Negative arguments were presented in the debate by a professor of English from Buffalo University and drama critics of Buffalo newspapers.

•

The effective date of the resignation of Ray Moon, 20th Century-Fox Central division manager, is April 12, it was announced here by the company. No successor has been named yet.

•

There will be a private showing at the Museum of Modern Art here Monday of the South African film, "The Magic Garden," prior to its American premiere at the Trans-Lux 60th Street Theatre on Tuesday. The British film, "David," will also be shown.

•

MEMPHIS, Jan. 29.—The promotion of R. L. Bostick, manager of National Simplex-Bludworth Co. to vice-president with the Atlanta, Charlotte, Dallas, New Orleans, Oklahoma City and St. Louis offices under his supervision was announced here. He will remain in Memphis.

•

Preparations to bring the Book of Knowledge to television and the screen will begin on the Coast this week, Jesse J. Goldburg, producer, announced here prior to his return to Hollywood.

In a deal concluded with E. J. McCabe, Jr., president of the Grolier Society, Inc., publishers of the book, Goldburg was granted exclusive rights for television and screen. The program will consist of two 30-minute shows a week, to begin in the fall.

•

MEMPHIS, Jan. 29.—Fred Myers has resigned as branch manager of Lippert Pictures and bought a half interest in the Realart Pictures franchise here with Cliff Wallace. Myers' successor has not yet been named.

'Bend' Sets Gross Records in the West

Universal-International's "Bend of the River," in its initial 30 key pre-release engagements in the Northwest territory is setting all-time record grosses for any U-I release in the history of the company, topping the record grosses of "The Egg and I," "Francis" and "Canyon Passage," it is understood.

Some estimated first-week grosses are: Broadway, Portland, $22,000; Heilig, Eugene, $10,000; Egyptian, Coos Bay, $8,000; Eltryn, Baker, $3,500; Kuhn, Lebanon, $3,600; Lyric, Prineville, $2,000; Liberty, LaGrand, $3,500; Elsinore, Salem, $11,000, all in Oregon; Ada, Boise, $12,000; Pix, Nampa, $5,000; Roxy, Caldwell, $3,500, in Idaho; Orpheum, Seattle, $25,000.

U.K. Weighs

(*Continued from page* 1)

by either side at the end of its first year, next Oct. 1.

Butler's remarks were contained in his speech outlining steps to be taken to halt overseas spending and the continuing drain on Britain's dollar reserves. Commons, reassembling today after its year-end recess, was staggered by the scope of the Butler proposals, even though it was previously prepared to hear of stringent measures.

Sweeping Cuts

Sweeping cuts in the whole field of expenditure, ranging from food to a 22-million pounds cut in tobacco imports, were described by Butler. He apparently felt the fact that films escaped required explanation and said that in view of the current monetary agreement he proposed nothing regarding film imports until September but warned that consideration, meanwhile, is being given to the possibility of future cuts.

Under the current agreement, negotiated in London last summer and which became effective last Oct. 1, the American film industry is permitted to withdraw $17,000,000 annually, plus 33 1/3 per cent of their investment in film production in Britain and their share of funds paid into the Eady Pool. A minimum guaranty of $4,000,000 annually attaches to the latter provision and estimates place the share of production investment at another $2,000,000.

Ad Credit Changes

(*Continued from page* 1)

Kenneth Clark, MPAA information director, also will meet there with Joseph I. Breen, Production Code Administrator, and several production executives. General industry problems will be discussed at the meetings.

At a meeting here yesterday afternoon with members of the MPAA advertising-publicity committee, headed by Charles Simonelli of Universal, Johnston discussed the plans for "cutting down" on writers' and directors' credits in advertisements of pictures, and also outlined for the group the prospects and problems facing the MPAA in general.

To Give More Freedom

The purpose of the plans to alter the credits, it was pointed out, is not to deprive the writers and directors unnecessarily of recognition for their efforts, but to give those who prepare motion picture advertisements more freedom in their work. Advertising managers are said to regard the demands for credits from writers and directors as too "hidebound" at present.

The Simonelli committee will meet again today to discuss a number of proposals for the projected newspaper advertising campaign for the Council of Motion Picture Organizations. A decision on a particular tvpe of layout may be reached today at the meeting, it was said.

In addition to Simonelli, the following were present at yesterday's ad-publicity committee meeting with Johnston: Howard Dietz, Jerome Pickman, S. Barret McCormick, Howard LeSieur, Gilbert Golden, Francis Winikus, Manning J. Clagett, Kenneth Clark, Ralph Hetzel and Alfred Corwin.

Percentage Suits Upheld

ROANOKE, Va., Jan. 29.—Federal Judge S. John Paul has denied a motion made by defendants Rives Brown, Franz M. Westfall and the Martinsville Theatre Management Corp. to dismiss them from pending percentage suits on the claim that they were improperly named and joined in the actions.

Also denied was the defendants' motion to dismiss on the ground that the court did not have jurisdiction of them because $3,000 was not involved in each suit.

At the same time, with the consent of both sides, Judge Paul dismissed from these actions the defendant Bernard Depkin, because he is now residing in Florida and is out of the jurisdiction of the court here.

The actions are by Loew's, 20th Century-Fox, RKO, United Artists and Universal, and involve the operation of the Rives, Rex and BeeDee theatres in Martinsville and the Ritz in Danville.

Archibald G. Robertson, and T. Justin Moore, Jr., of the Richmond law firm of Hunton, Williams, Anderson, Gay and Moore appeared on behalf of the distributors, with Sargoy and Stein of New York of counsel.

Product Seminar

(*Continued from page* 1)

heads, will hear Einfeld and his staffs outline plans formulated for all releases scheduled through June.

Among those from Washington who have been invited are George A. Crouch, Warner Brothers; Orville Crouch, Loew's; Morton G. Thalheimer, Neighborhood Theatres; Sydney Lust, Washington; Elliot Hoffman, Alexandria Amusement Co.; Harley Davidson, Independent Theatre Services; J. B. Walsh, Exhibitors Service; Morton Gerber, District Theatres; S. E. Craber, Charlotte; Stanley Baker, Hamden Theatre, Baltimore.

Also, Lauritz Garman, Uptown Theatre, Baltimore; Fred A. Kogod, Apex Theatre; Frank H. Durkee, Baltimore; Leon Back, Baltimore; L. J. Gaertner, Ritz Theatre Enterprises, Baltimore; Robert Levine, Riverview Theatre, Norfolk; Sam Roth, Washington; Joseph Bernheimer, Village Theatre; Lloyd Wineland, Anacostia Theatre: Leonard Gordon, Palace Theatre, Newport News; Benjamin T. Pitts, Colonial Theatre, Fredericksburg; Milton Schwaber, Met Theatre, Baltimore; Jack Fruchtman, Washington; Dan Weinberg, Maryland, and D. D. Query, Virginia.

Pittsburgh area exhibitors include M. A. Silver, Warner Brothers; John H. Harris, Harris Amusement Co.; Bert M. Stearn, Cooperative Theatre Service; John R. Osborne, Capitol Theatre, Wheeling; Michael Manor, Michael Manos, Monessen Amusement Co., and C. A. Notapulas, Altoona.

London Hails 'Vadis'

LONDON, Jan. 29.—Despite bitter, wintry weather prevailing here over the weekend, M-G-M's "Quo Vadis" opened Saturday to capacity crowds and long waiting lines, which were repeated yesterday and today. Newspaper reviews of the picture were mixed but authoritative publications agreed its large-scale, spectacular features assure it long runs.

End U. K. Film Posts

LONDON, Jan. 29.—The Foreign Office has decided to disband its consular motion picture service in key embassies around the world, first undertaken several years ago.

N.Y. Group

(*Continued from page* 1)

to helpful purposes.

"Progress has been made," Schwartz' letter continued, "in addressing ourselves to school children—the audiences of tomorrow—to women, to church groups and to organized audiences, toward changing the public attitude about pictures to a concrete expression of enjoyment. But, it is only the beginning. The surfaces have been scratched and no more."

'Surface Scratching'

The "surface scratching" since May 1, 1951, according to the report, embraced these achievements: special features in the *Daily News, Herald-Tribune, Daily Mirror, Brooklyn Eagle, Journal-American, Publishers' Weekly, New York Post, New York Times* and other journals; publicizing of the advantages of theatre air conditioning; the special 'junket' of film stars to Albany; circulation of a bulletin on motion pictures to teachers; civic co-operation; contests, study and investigations; courses in motion picture work for teachers; enlistment of the support of educators in general; high school exhibits; defense of the industry on various fronts; library exhibits; enlistment of the support of Mayor Vincent R. Impellitteri; motion picture forums in schools.

Also, the meeting of motion picture personalities with a major group of clubwomen; film promotion ads; cooperation with the Council of Motion Picture Organizations and "Movietime, U. S. A.," luncheons and rallies in connection therewith; *New York Times* Youth Forum cooperation; studies relating to the possibility of closer contact with the clergy; syndicated column inroads; establishment of a working plan of cooperation between the OMPI and Macy's Department Store, and many other promotions, studies and activities.

No mention is made in the report, Schwartz pointed out, to "countless calls on newspapers, radio stations, representatives of community groups, clubs, correspondence and acknowledgments of many matters that affected the industry, interviews, studies and surveys of various problems, support to various distributors and exhibitors on particular pictures.

"In terms of long range public relations," he added, "we consider the things not listed in this report of equal importance to those listed."

The OMPI, which includes distribution as well as exhibition interests here has been assisted by Lynn Farnol as special representative.

Call U. K. Quota Meet

LONDON, Jan. 29.—A special meeting has been called for Feb. 28 of the Films Council, statutory body appointed to advise the president of the Board of Trade on quota matters, to discuss the quota for the year commencing Oct. 1 next. The Board has asked the trade associations concerned to submit facts and views for consideration by the Council.

Warter Coming Here

LONDON, Jan. 29.—Sir Philip Warter, chairman of Associated British Picture Corp., will sail from England on the *Nieu Amsterdam*, Wednesday, for a five weeks' visit to New York and Washington. Much of his time will be spent observing late technical developments in television, he said.

PREVIEWED!

We Came! We Saw! We're Back with FACTS!

Just returned from California, M-G-M Home Office representatives bring the industry the following report of pictures previewed, great news for all!

"THE WILD NORTH"—The advance prediction that this is "The King Solomon's Mines of 1952" is richly confirmed. In New Ansco Color M-G-M has created a great adventure of primitive passions in an untamed wilderness. Stewart Granger, Wendell Corey, Cyd Charisse.

"SINGIN' IN THE RAIN"—This Technicolor musical goldmine for Easter holiday release (save your dates!) will write new box-office history. We make the unqualified statement that it is the greatest in the long, resplendent history of M-G-Musicals. It will rain GOLD! Gene Kelly, Donald O'Connor, Debbie Reynolds, Jean Hagen, Millard Mitchell, Cyd Charisse.

"THE BELLE OF NEW YORK"—The Dancing-On-Air Picture. The happy-go-lucky Technicolor musical show with the most startling trick dance since the dancing-on-the-ceiling number from "Royal Wedding." Novelty, visual beauty, expert dancing, great songs, romance, robust humor, are the ingredients of what is sure to be a rousing nationwide success. Fred Astaire, Vera-Ellen, Marjorie Main, Keenan Wynn, Alice Pearce, Clinton Sundberg, Gale Robbins.

"SKIRTS AHOY!"—Heralded as another "Anchor's Aweigh" this joyous Technicolor musical about the WAVES packs a screenful of star-studded entertainment that will breeze its way to box-office fame across the nation! Top talent,

(continued)

(continued)

terrific tunes, appealing love story, make it a mighty musical for the masses! Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Brasselle, Billy Eckstine, The De Marco Sisters, Dean Miller.

"LOVELY TO LOOK AT" —Exactly what the title says. It's the Biggest Technicolor eyeful since "An American In Paris" with a terrific cast that sparkles all the way. Inspired by the famed stage hit "Roberta" it's rich with song, hilarious fun, spectacle and romance. It's 1952's headline musical! Kathryn Grayson, Red Skelton, Howard Keel, Marge & Gower Champion, Ann Miller, Zsa Zsa Gabor, Kurt Kasznar.

"SCARAMOUCHE" —Without question this Technicolor masterpiece is destined to be one of the very Biggest Hits of 1952. It's the answer to the fans' long-felt desire for another "Three Musketeers" and it's even more glorious and thrilling. The ultimate in handsome, daring, swashbuckling adventure produced in the magnificent manner of the company that makes the Big ones! Stewart Granger, Eleanor Parker, Janet Leigh, Mel Ferrer, Henry Wilcoxon, Nina Foch, Lewis Stone, Richard Anderson.

"IVANHOE"—The new Technicolor Giant from the "Quo Vadis" Company. M-G-M has brought to spectacular life the world-beloved romantic novel, breathtaking in its massive, sweeping action, thrilling in its unique scenes of strife and conflict, exciting in its story of dangerous men and beautiful women. BIG with M-G-M BIGNESS! Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, Emlyn Williams.

"CARBINE WILLIAMS"—The good news is that M-G-M has another "Stratton Story." This drama has all the authentic romance and heart-beat that captivated the public in "Stratton Story" PLUS powerful prison sequences that give it even more box-office stature and exploitability. A sure-fire, heart-stirring mass entertainment! James Stewart, Wendell Corey, Jean Hagen.

"THE MERRY WIDOW" —The Technicolor Musical love story that will set the world afire with its singing, dancing, romancing. As bubbly as champagne and just as heady in its love story! Eye-filling beauty, infinite charm, delightful humor, brilliant star performances all combine to make it one of the year's top attractions. Lana Turner, Fernando Lamas, Una Merkel, Richard Haydn, Thomas Gomez.

"BECAUSE YOU'RE MINE"—The voice that sent the song "Be My Love" to the top of the hit parade, the romantic singer who enthralled the nation with his performance as the Great Caruso now truly reaches the very top. The last word in song and hot-blooded love that assure the fans a big-scale spell-binding entertainment. Mario Lanza, Doretta Morrow, James Whitmore.

TOA Asks for

(*Continued from page* 1)

action on the part of the Federal Communications Commission when the industry presents its case for the allocation of ultra-high-frequency channels in Washington, Feb. 25, Fabian cautioned that strong opposition is to be expected from A. T. and T., broadcasting companies, advertising agencies and other interests.

Opposition from A. T. & T., which Fabian said maintains one of the most powerful lobbies in Washington, will be strictly profit-motivated, since theatre-television would have to use phone lines if UHF channels are denied the industry. Question-answer period on this phase of opposition brought out that engineers have told NETTC that phone line transmission does not give adequate picture for theatre use, and phone line costs would be about double costs for UHF operation.

Broadcasting companies' opposition would be the normal attempt to prevent other interests from using air now under their complete control, Fabian said, and advertising agencies will oppose for parallel reason. Both, he said, will be apprehensive that theatre-network operation could take away from them entertainment events and attractions now available to them exclusively.

Fabian explained the industry is asking for three types of channel: Inter-city, intra-city, and pick-up. One inter-city and one pick-up channel are needed, he said, but six intra-city channels are sought, so that as many as six different shows can be offered exhibitors within any given city, making a wide selection of programs possible. Inter-city channel would link city with city, and the pick-up channel would take care of picking up specitl or sports events. The latter, he said, probably will be a minor element in eventual theatre-television operation.

Seeking 10-Megocycle Bands

NETTC is seeking 10-megacycle bands, instead of four-megacycle bands now in use, as this would be necessary for satisfactory color television in theatres, Fabian said.

Answering questions, he said between 500 and 1,000 theatre-television sets can be installed within 12 months if the go-sign is flashed, and estimated that theatres ultimately will have $500,000,000 invested in Theatre TV.

Discussion as to subject matter for theatre-telecasting covered a wide range of probabilities, with Fabian stressing the thought that whatever is telecast will be supplemental to motion pictures.

Following Fabian, National Theatres engineer R. R. McCullough gave a detailed exposition of the Eidophor television system, and displayed a model showing how Fox West Coast houses throughout California will be linked by micro-wave when channels become available.

Guest speakers were Major General William Morgan, urging exhibitors to cooperate in the drive for blood donors, and George Jessel, speaking on the need for encouraging usherettes to join the women's branches of the various armed services.

Executive director Gael Sullivan told newspaper men "third dimensional movies are feasible" and that the "development of this medium would place the commercial theatre in a position to give a unique program that free home television would not have."

Topics to be discussed with producers at the seminar tomorrow are: film cycles; quantity and quality of product; release of features to television; television trailers; new talent; improved accessories; seasonal release schedules; picture titles.

Banner Billing for TOA Meet in Papers

Los Angeles, Jan. 29.—Los Angeles newspapers, serviced by Charles P. Skouras' National Theatres publicity department, have been giving the Theatre Owners of America midwinter board meeting banner billing without precedent in local history.

Para. Sales Meet

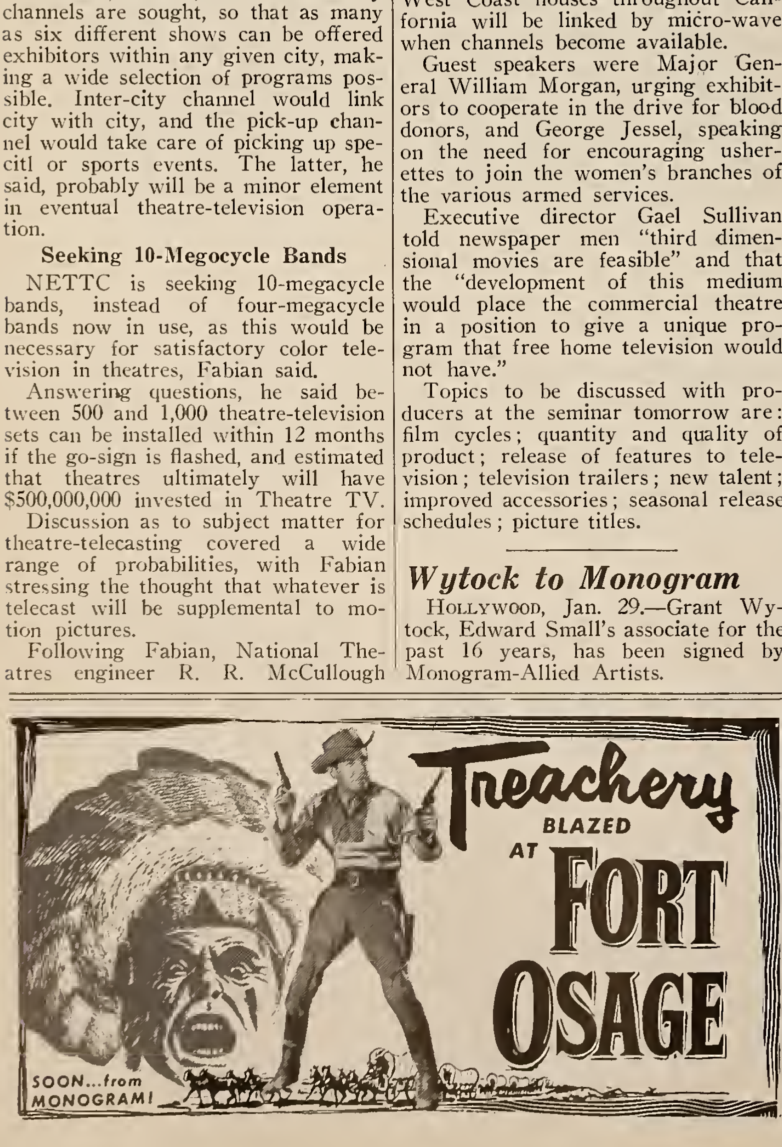
(*Continued from page* 1)

Oscar A. Morgan, Monroe R. Goodman, Robert J. Rubin, Sid Blumenstock, Joseph A. Walsh, Fred Leroy, and Sid Mesibov. Teet Carle, studio publicity manager, will represent production.

Attending from the field will be J. J. Donohue, H. Cohen, A. M. Kane, Lloyd Hendrick, George Smith, Lester Coleman; J. H. Stevens, Donald Hicks, G. R. Frank, Irving Werthamer, J. T. McBride, Marion Anderson, Tom Bridge, Harry Hamburg, Howard Nicholson, C. H. Weaver, Harry Haas, Alfred Taylor, Ward Pennington, Wayne Thiriot, F. H. Smith, H. Neal East, H. Haustein, Bob Blair, Walter Hoffman, Bob Bixler, E. G. Fitzgibbon, James Castle, and Pete Bayes, Denver.

Wytock to Monogram

HOLLYWOOD, Jan. 29.—Grant Wytock, Edward Small's associate for the past 16 years, has been signed by Monogram-Allied Artists.



Allied Board

(*Continued from page* 1)

board sessions, there will be separate meetings of Allied's arbitration, Caravan and national film committees.

Myers' proposed arbitration plan has already gone out to Allied arbitration committee members and they are to have recommendations ready to present to the board.

Emphasis on Film Rentals

"Based on preliminary correspondence, major emphasis will be put on the subject of film rentals," Myers continued. "Increasing film costs appear to be the number one problem of exhibitors everywhere. It will be involved in the discussiosn on arbitration in the hope of devising a method whereby hard-pressed exhibitors can secure relief through arbitration in meritorious cases. An attempt will be made to devise a formula of general application for the pricing of pictures that will be fair to all parties concerned. And plans for an intense, aggressive campaign against the present pricing policies of distributors will be adopted for use unless and until relief is forthcoming by more orderly means."

One of the items up for discussion in this connection will be the resolution of the board of Allied Theatres of Michigan proposing that national Allied study "a participating partnership percentage plan for determining film rental."

Over 50 Allied members are expected to be at the sessions, either as board members or as consultants or observers, Myers said. Election of new officers will be a key item of business, with some pre-meeting talk suggesting Wilbur Snaper, president of New Jersey Allied, as a likely candidate to succeed Trueman T. Rembusch as Allied president.

Jack Kirsch will lead a discussion on "the increasing menace of sales by film companies of pictures to television stations and sponsors," Myers said. He declared that this subject had been carried over from the fall meeting "for special consideration at this time."

Other items on the agenda, according to Myers, are: discussion of the position to be taken by Allied representatives on various problems to be discussed at the COMPO meetings on Feb. 20 and 21; the possibility of a new national campaign for repeal of the Federal admission tax; report on the status of the theatre television proceedings before the Federal Communications Commission; the question of whether the board should "recede from or reaffirm" its 1946 resolution opposing theatre collections, "in view of increasing demands for theatre collections"; action on the application for membership of Allied Theatre Owners of Oklahoma; a report by Kirsch on the outlook for the 1952 convention in Chicago, and Myers' annual report.

Arnall Declines Comment

Society of Independent Motion Picture Producers president Ellis Arnall in Atlanta yesterday declined to comment on a New York newspaper columnist's report that he would be offered the post of special assistant to U. S. Attorney General J. Howard McGrath in charge of investigating corruption in the Federal government.

Pabst and His Crew Win UA Sales Drive

New Orleans, Jan. 29. — George Pabst and the entire staff of United Artists' exchange here have just received word from the home office that they won first prize in the 17-week sales contest recently finished. Congratulations from home office, film row and exhibitors in New Orleans are pouring in.

UA Theatre Circuit

(*Continued from page* 1)

solidated income statement for the two years fell under the heading of "Proportion of Undistributed Net Profit." For 1951 it was $481,367, while for 1950 it was $780,500. Net income before deducting interest, depreciation, amortization and provision for Federal income taxes was $334,672 for 1951 and $270,712 for 1950.

Total theatre investments in 1951 were $11,826,411, as compared to $10,991,257 in 1950.

FWC to Use 'Time' Series

LOS ANGELES, Jan. 29.—Added to the theatre circuits that have started to play March of Time's "History-in-the-Making Series" is Fox West Coast, Phil Williams, theatrical sales manager for March of Time, announced here.

Hyams Resigns Post

J. S. (Jerry) Hyams, vice-president in charge of sales of Commonwealth Film and TV, has resigned from the corporation, it was announced by Mort D. Sackett, president.

Fire in 'Frisco House

SAN FRANCISCO, Jan. 29.—A three-alarm fire gutted the 1,385-seat neighborhood Midtown here, owned by Fox West Coast Theatres.

only $624* for a
10-DAY
HAWAIIAN
VACATION!

Includes Mainliner transportation, hotel accommodations and sightseeing.

That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder. * From New York

UNITED AIR LINES
(Fares plus tax.)

For Best Quality & Service
ORDER YOUR
SPECIAL
TRAILERS
FROM
Always Quick! FILMACK Always Best!
CHICAGO, 1327 S. Wabash NEW YORK, 630 Ninth Av

SEP Piece Cites TV Problems

The third and concluding installment of the *Saturday Evening Post's* series by Milton MacKaye, entitled "The Big Brawl: Hollywood vs. Television," on newsstands today, examines some of the major problems confronting television and casts a bit of a shadow over the roseate view of TV's future that has been so well planted in the public mind.

Production costs of TV programs, network and line charges, advertising and talent agencies' roles and numerous other "headaches" of the television industry are cited, both in the light of today's operations and in the presumably magnified status they may attain when the "freeze" on new stations is lifted.

"However you look at it," MacKaye writes, "television costs a lot of money, and it has not only the networks but the advertising agencies worried."

"The situation which has been described on many occasions as a clear-cut battle-to-the-death between the pay theatre of the movies and the free audience of TV turns out not to be clearcut at all," he also states. And: "Last year the television zealots were predicting that fabulous Hollywood would soon be stripped of its splendor because of TV. Now even they are not so sure."

And at another point: "The quality and moral tone of some television programs is now under fire on both the East and West coasts."

Maintaining earlier evidences of attempting to present both sides of the case, the concluding article cites the increasing evidences of a community of interest between motion pictures and television and states: "It is the belief of this reporter that movies and movie theatres will also survive (as the legitimate theatre has) although there may be fewer feature films and fewer theatres."

Cites Aid to TV 'Movietime' Salute

A much more "cooperative" attitude on the part of the motion picture industry in releasing films for exploitation on television was outlined here yesterday by Ken Murray, who will devote his Saturday night show to "A Salute to Movietime, U.S.A." on CBS-TV.

The one-hour tribute this Saturday night (8:00-9:00 P.M., E.S.T.) to the industry will trace the history of motion pictures since their inception. In addition to clips of other films, a portion of UA's soon-to-be-released "High Noon," a Stanley Kramer production starring Gary Cooper, will be shown.

Form Cinerama, Inc.

WASHINGTON, Jan. 29.—Cinerama, Inc., today registered with the securities and exchange commission an issue of $1,000,000 of five per cent convertible debentures.

The firm was set up to exploit the Cinerama process of photographing, recording and projecting film. Hazard E. Reeves is president and Fred Waller is chairman of the board. Voting control of the firm is held by Thomas-Todd Productions—The Thomas is Lowell Thomas and the Todd is Michael Todd.

Television--Radio

Comment and Opinion

IT isn't often that one is afforded the opportunity of comparing a great performer on radio and television on the same evening, but that's just what happened Sunday night when Jack Benny's Lucky Strike-sponsored radio and TV shows followed one another over CBS, with nary a second's break.

It's probably superfluous to observe that Benny is still the old master, guiding proceedings with a steady and experienced hand in either medium. But rarely were the advantages of television illustrated with greater clarity. Showman Benny is funny on the radio. He is that and much more on television.

On the radio program much depended on the material. A flat gag was flat and nothing could rescue it. On television, the Benny personality, his magnificent timing and delivery made all the difference in the world. It was unfortunate that so much of the TV show was given over to one skit, but it was a rewarding experience for the Benny fans. A lot of them must have been asking: "Where's Rochester?" He was on the radio, but didn't appear on the TV show.

* * *

That first week in February is going to be important for both the television industry and motion pictures. On the 8th, Defense Mobilizer Charles E. Wilson will sit down with representatives of various TV companies to go over the question of the ban on further development of color television. Now the theatre television interests have written a second letter to the National Production Authority, asking for a meeting on the same subject to take place prior to Feb. 8, if possible. The theatre and TV people maintain they should be permitted to use critical materials allocated to them as they see fit—be it for color or black-and-white. There are indications that Wilson will lend a sympathetic ear.

* * *

Film personalities are plentiful on television. Mickey Rooney made his TV debut on the Jimmy Durante show Saturday night and he is to have his own program soon. Rooney still has to learn a lot about TV. One of the things he will discover is that nervous energy alone doesn't necessarily spell out success on the air. The Durante program lagged in spots and sparkled brightly in others. The Pet Milk commercials are among the most imaginative and effective on the air.

Barbara Stanwyck got her introduction to TV on the Jack Benny Show. Dorothy Lamour had a prominent part on the Colgate Comedy Hour over NBC, with Danny Thomas. What a plug Warner Brothers and "I'll See You in My Dreams" got on that program! Ann Sothern goes on television for the first time in CBS' Schlitz Playhouse Friday.

* * *

A significant increase in educational television shows on the air is reported by the National Association of Educational Broadcasters on the basis of a week of complete monitoring of New York television programs. The NAEB conducted the same kind of survey last year. The 1952 study showed 13 educational programs on the air, compared with only one such show in 1951. Dramatic program fare rose, from 33.2 per cent in 1951 to 42.4 per cent in 1952. TV crime shows took up 14.6 of the program time.

* * *

Radio is still growing and figures supplied yesterday by the Joint Radio Network Committee prove it. As of Jan. 1, 1952, *radio sets in the U. S. totaled* 105,000,000, *or one set for every American of voting age. The total represents an increase of* 9.7 *per cent over last year. And it breaks down into* 42,800,000 *sets in homes;* 34,000,000 *portables and secondary sets in homes;* 23,500,000 *radio-equipped cars and almost* 5,000,000 *sets in other places. Advertisers should be interested.*

* * *

FCC chairman Wayne Coy says the Commission plans to allow another 60 or 90 days for the filing of applications for TV station construction permits before it starts processing them. The current "freeze" on permits should be lifted in about a month. Invasion of the ultra-high frequency bands will be slowed not only by limited FCC staffs, but also by the non-availability of needed materials.

* * *

New radio programs cropping up and some recent ones standing up well. Robert Montgomery, already busy in TV, has started a five-minute daily news commentary over NBC. . . . The same network now has Eileen Christy in a pleasant Sunday night show. Howard Wiley is the producer-director.

FRED HIFT

Industry Bid

(*Continued from page* 1)

united front in seeking theatre TV channels, hearings on which will begin Feb. 25. The meeting capped a long series of sessions held here and in Washington to map industry TV plans.

Among those attending yesterday were: Eric Johnston, MPAA president, who presided; Jack Cohn and William Baltin, Columbia; J. Robert Rubin, Joseph Vogel and Leopold Friedman, Loew's; Barney Balaban, Paramount; Ned E. Depinet, William Clark and Edward Smith, Jr., RKO Pictures; Spyros P. Skouras and William Michel, 20th Century-Fox; John J. O'Connor, Universal; Stanleigh P. Friedman, Warner Brothers; Theodore Black, Republic; James L. Fly and Vincent Welch, MPAA attorneys; Frank McIntosh, MPAA engineer, and Fred DuVal, Sidney Schreiber, Ralph D. Hetzel, Edward Cooper and Taylor Mills of the MPAA staff.

WB, 'U' Formally Reject Skiatron Bid

Letters from Warner and Universal refusing to supply Skiatron with films were made public yesterday by Arthur Levey, Skiatron president.

The letters came after the Jan. 15 deadline set by Levey in his bid to all major companies for films for Skiatron's projected test in New York, the date of which has now been postponed. The only companies conditionally agreeing to supply films were Paramount and RKO Pictures.

Charles Havety, 54, Killed in Crash

TORONTO, Jan. 29.—Charles F. Havety, 54, widely known in the Canadian film industry, was killed in an automobile accident on the highway near his Kleinburg, Ont., home. He recently sold the Havety Film Delivery Service and was a theatre owner as well as the operator of a dude farm near Toronto. He was a veteran officer of the Canadian Picture pioneers.

Sam Daigre's Wife Dies

NEW ORLEANS, Jan. 29.—Services were held here last Friday for Mrs. Grace de la Daigre, wife of theatre owner-operator, Sam Daigre of Plaquemine, La., who died there late last week.

Charles W. Parshley, 65

BOSTON, Jan. 29. — Charles W. Parshley, 65, of Cambridge, Mass., projectionist at the University Theatre there, collapsed and died Sunday in the theatre, where he had been employed for 25 years.

Harlan Briggs, 72

HOLLYWOOD, Jan. 29. — Harlan Briggs, 72, character actor, died here Saturday from the effects of a stroke. Surviving are the widow, Merle Weeks Briggs and four sons.

Services for Jackson

HOLLYWOOD, Jan. 29.—Services for Horace A. Jackson, 53, film writer who died Saturday following automobile accident, will be held tomorrow afternoon, at Forest Lawn cemetery. The widow and mother survive.

Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night . . . go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with exchange and theater in helping solve problems of projection—help check film and equipment . . . make light measurements, determine proper levels . . . all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry from all members of the industry. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 22 NEW YORK, U.S.A., THURSDAY, JANUARY 31, 1952 TEN CENTS

Insider's Outlook

By RED KANN

TOA'S four-point plan for arbitration, approved by the directors in Los Angeles and subject to change after discussion with other exhibitor groups, is broad enough—or evasive enough—to include film rentals. Witness Point 1, outlined by Gael Sullivan, who finds eligible:

"Any matters arising out of, or in connection with, film contracts, or any matters involving clearance and runs, or any controversy over or concerning competitive bidding."

The language could be considerably more enlightening, but there are those who maintain enough has been said. Enough to place TOA right alongside Allied which insists with an unflagging insistence that arbitration will be nothing unless it is all-inclusive which, in turn, means the works: Film rentals, competitive bidding, clearance, etc.

■

Squared against this development are interesting highlights of the recently published findings of *The Herald Institute of Industry Opinion* on the advisability of organizing an industry-wide arbitration system and the nature of disputes such a system should handle. Exhibition voted by 89 per cent to include clearance problems, 77 per cent for runs, 68 per cent for competitive bidding, 59 per cent for competitive bidding disputes and sales policies on features, 57 per cent for film rentals and 50 per cent for print shortages.

Distribution's opinion on two of these counts, at least, was significant. Only seven per cent were prepared to acknowledge sales policies on features were amenable to arbitration and a microscopic two per cent deigned to admit film rentals even had the right to be on any arbitration agenda.

This points up the schism in viewpoint between buyer and seller and, while hardly a surprise, stresses the depth, width and height of the yawning chasm remaining to be bridged, if ever it is, before a united approach to arbitration is possible.

Anything that is not impossible has a chance. Arbitration is not impossible even if it is not easy. A way can be found if the resolve to find it is strong enough.

Texas 'Pinky' Case on Way To High Court

AUSTIN, Texas, Jan. 30. — The Texas Court of Criminal Appeals today ruled that a censorship ban on the 20th Century-Fox picture "Pinky" by the City of Marshall was legal.

Its ruling holding W. L. Gelling, manager of the Paramount Theatre there, guilty and fining him $200, apparently started the case on its way to the United States Supreme Court as the latest clear-cut test on constitutionality of state and city censorship.

Eric A. Johnston, president of the

(*Continued on page* 5)

Skouras Addresses 3rd UNESCO Confab

Spyros P. Skouras, president of 20th Century-Fox, yesterday, addressing delegates to the third national conference of the U. S. Commission for UNESCO at Hunter College here, stressed the point of responsiveness to community sentiment which has made the motion picture pre-eminent in the entertainment field. Also, he envisioned progress of television

(*Continued on page* 5)

WEIGH DAMAGES IN ARBITRATION

TOA Board Plans Strong Bid to Obtain Tax Relief

LOS ANGELES, Jan. 30. — Theatre Owners of America directors at the annual mid-winter meeting here today approved a resolution instructing president Mitchell Wolfson to appoint a committee composed of representative TOA members to formulate a plan for vigorous action to obtain tax relief, especially at a Federal level.

The resolution followed talks and a presentation of statistics by Robert

(*Continued on page* 4)

End to Ban on Color TV Has 50-50 Chance

WASHINGTON, Jan. 30.—There is a 50-50 chance that the National Production Authority may decide to end its order banning the production of color television equipment, observers here believe.

NPA may decide to keep control of the situation only through its materials allotments, and not to regulate the end use of these materials. This

(*Continued on page* 4)

Say Allied Feels That Financial Awards Are Needed to Curb Suits

Giving the proposed industry arbitration boards power to award damages to exhibitors will probably be explored by the Allied States Association mid-winter board meeting in Washington next week, it was reliably reported here yesterday.

Arbitration is the top item on the meeting's agenda and Allied has already gone on record in favor of the broadest possible scope for any proposed arbitration plan. However, it has not been commonly believed that awarding actual or punitive damages would come within the scope of this plan.

Reliable informants now say there is considerable feeling in Allied that

(*Continued on page* 4)

Revised 'U' 1951 Net Is $2,267,784

Revised consolidated earnings for the fiscal year ending Nov. 3, 1951 (53 weeks) of Universal Pictures Co., Inc., amounted to $2,267,784, after provision of $3,125,000 for Federal taxes on income and after provision of $500,000 for contingent liabilities, Nate J. Blumberg, president, disclosed yes-

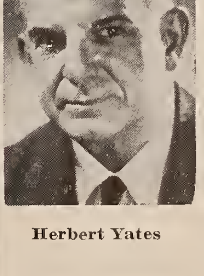
(*Continued on page* 5)

Republic to Make Fewer But Bigger Pictures: Yates

By MURRAY HOROWITZ

Republic Pictures will make fewer but better pictures this year, Herbert J. Yates, president, disclosed here yesterday.

The competition of home television, Yates explained, has decreased the market for "B" pictures and studios must meet this competition by making bigger pictures. He estimated that Republic would spend from 35 to 50 per cent more on each film.



Herbert Yates

Yates, asked about general business conditions in comparison with last year, said that although revenues have declined, the rate of the decrease has been checked

(*Continued on page* 4)

Compo Ad Planning Enters Final Stage

A sub-committee to consist of distribution advertising-publicity directors will be asked by Charles Simonelli of Universal, chairman of the Motion Picture Association of America's ad-publicity committee, to reconcile several points of view which have arisen concerning newspaper layouts for the Council of Motion Picture Organizations' projected second advertising campaign.

This was decided yesterday at a

(*Continued on page* 5)

Arnall in 'Political' Visit to Truman

Washington, Jan. 30.—President Truman would like Ellis Arnall, president of the Society of Independent Motion Picture Producers, to take one of several important government jobs, it was reliably reported here. Arnall, who described a talk he had with the President today as "personal" and "political," would not comment on this report.

Arnall in Atlanta Tuesday declined to comment on a New York newspaper columnist's report that he would be offered the post of special assistant to U. S. Attorney General J. Howard McGrath in charge of investigating corruption in the Federal government.

Personal Mention

CHARLES M. REAGAN, M-G-M vice-president in charge of distribution; Edward M. Saunders, assistant general sales manager; John P. Byrne, Eastern sales manager, and H. M. Richey, in charge of exhibitor relations, returned here yesterday from a two-day conference in Chicago.

•

Nat Levy, Walter Branson, Charles Boasberg, Sidney Kramer and Carl Peppercorn, RKO Radio divisional sales managers, and assistants Daniel Loventhal, Harry Gittleson and Frank Mooney have returned to New York following a series of sales meetings throughout the country.

•

Robert J. O'Donnell, Interstate Theatres head and national director of the Council of Motion Picture Organizations' "Movietime, U. S. A." campaign, is due here Monday from Dallas.

•

Stanton Griffis, retiring Ambassador to Spain and chairman of Paramount Pictures' executive committee, is due to arrive in New York from Gibraltar on Monday on the *S. S. Independence*.

•

Frank G. Lowenstein, son of Harry H. Lowenstein, former president of New Jersey Allied and operator of Newark's Court Theatre, and Amy Cummins of Pittsburgh were married in Pittsburgh on Sunday.

•

Solomon M. Strausberg, president of the Interboro Theatre circuit, was reelected vice-president of the Board of Directors of Beth-El Hospital in Brooklyn.

•

Adolphe Menjou will be master of ceremonies at the Republicans' Lincoln Day rally and box supper in Washington on Monday.

•

Richard F. Walsh, IATSE international president, is in Miami from New York attending an AFL council meeting.

•

Ben Levine has been appointed office manager and head booker of the Realart exchange in New York.

•

Joseph Bernhard has arrived here from Hollywood.

Elect Cassidy, Moss IATSE H-63 Heads

David Cassidy of Paramount International has been elected president of IATSE Motion Picture Home Office Employees Local No. H-63, succeeding Ed Brindley of Republic who was elected a trustee of the local.

Other officers elected are: Melvin Sherman, Universal, vice-president; Harry Baum, Warner Brothers, secretary-treasurer, and Herman Lemler, Warner, sergeant-at-arms. Russell M. Moss, executive vice-president and business manager, was reelected, without opposition, to another two-year term.

Thanks Daily - Fame Radio Poll Voters

New York, N. Y.
January 29, 1952

To Motion Picture Daily: I should like to tell you of my own great appreciation and that of the Corporation for the scroll which I received Sunday evening on behalf of our radio program, The Theatre Guild on the Air.

This designation, for the second consecutive year, as 'the best dramatic program in radio" is most gratifying to me and to my associates. I hope that the program will continue to merit the full approval of all those who were kind enough to cast their vote in our favor. Please accept my best wishes for continued success of Motion Picture Daily and the annual issue of *Fame*.

Irving S. Olds,
Chairman of the Board
of Directors
United States Steel Corp.

Friends Aid Wanger Coast Defense Fund

Hollywood, Jan. 30. — Producer William Perlberg today confirmed reports that Hollywood friends of Walter Wanger have contributed to a defense fund for Wanger who is scheduled to go on trial on Feb. 26 in the Jennings Lang case. Wanger faced an involuntary bankruptcy suit a year ago and Perlberg said Wanger's friends were anxious to help him.

Among those contributing are Samuel Goldwyn, Harry Warner, Jack Warner, Spyros Skouras, Walt Disney, Darryl Zanuck, Hal Wallis, Joseph Schenck and Perlberg.

Baldwin Becomes A Vice-President

A. F. Baldwin export manager of National Theatre Supply, has been elected a vice-president of National-Simplex-Bludworth, Inc., it is announced by Walter E. Green, president.

Baldwin has been with the organization for the past 18 years. In 1944 he left the general office sales promotion department to become manager of National's export division.

Circus Folk Attend Fla. 'Show' Premiere

Sarasota, Fla., Jan. 30.—Several hundred performers of the Ringling Brothers-Banum and Bailey Circus saw themselves perform for the first time when Cecil B. DeMille's "The Greatest Show on Earth" had its Florida premiere here today at a special circus and press preview at the Florida theatre.

This special showing will be followed by a week's run in Sarasota before being released elsewhere in the state and the rest of the country.

Start Para. Meet Today

Paramount's newly-adopted policy of individual handling on every picture to be released in 1952 will be outlined to branch managers and field representatives of the Central, South Central and Western divisions, meeting today at the Drake Hotel in Chicago. Scheduled for four days, the meeting will conclude the series conducted by A. W. Schwalberg, president of Paramount Film Distributing Corp., for the field sales force.

The opening session in Chicago will be devoted to a discussion of sales and merchandising policy for current and forthcoming product, including Cecil B. DeMille's "The Greatest Show on Earth," with color in Technicolor; Leo McCarey's "My Son John;" the William Perlberg - George Seaton "Aaron Slick from Punkin Crick," (Technicolor), and "Anything Can Happen;" Hal Wallis' "Red Mountain," (Technicolor), and "Sailor Beware," "Los Alamos Story" and Nat Holt's "The Denver and Rio Grande," (Technicolor).

In addition to Schwalberg, E. K. O'Shea, sales vice-president; Jerry Pickman, vice-president and director of advertising-publicity, and Oscar Morgan, sales manager of short subjects and Paramount News, will address the meeting.

Selznick Confirms TV Deal Negotiations

Confirmation that the Selznick Releasing Organization is negotiating with Lever Brothers and a group of telecasters for the release of 12 Selznick films to TV for $2,000,000 was given here yesterday by David O. Selznick, SRO president.

He said that the negotiations were one of many, refusing to identify the others. One of the hitches, Selznick acknowledged, was the price which as Selznick put it, is demanded "on the line."

Ament Appointed to NCCJ Drive Post

Walton C. Ament, vice-president and general manager of Warner-Pathe News, has been named chairman of the newsreel committee of the industry's 1952 fund-raising campaign of the National Conference of Christians and Jews, George P. Skouras, chairman of the amusements division of the drive, announced yesterday.

NCCJ officials are mapping a special newsreel feature which will be available to newsreels cooperating in the promotion of "Brotherhood Week," Feb. 17-24.

Ober in New Post

Ralph Ober has been appointed director of information service of the National Municipal League, executive secretary Alfred Willoughby has disclosed. Formerly connected with Universal and United Artists in various ad-publicity posts, he also held a publicity position with the J. Arthur Rank Organization.

COMPO Cited for Service to 'Freedom'

"For effective and unselfish service to the Crusade for Freedom," the Council of Motion Picture Organizations has been given a citation signed by the Crusade's national chairman, Lucius D. Clay, and 1951 drive chairman, former Governor Harold E. Stassen.

See Quality Product 'Log Jam' in Phila.

Philadelphia, Jan. 30.—Sablosky Theatres in Norristown filed a petition in U. S. District Court here seeking a temporary injunction against the major film distributors to supply product to its Norris Theatre when it is released nationally. Threatened with what plaintiffs claim will be a "log jam" of quality pictures resulting from extended runs in five leading Philadelphia first run houses, which the Norris is required to follow, the Sablosky interests are asking the court to require the distributors to make available to them representative pictures on the national release dates. Hearing will be held in Federal District Court here before Judge Grim tomorrow.

David Sablosky, a member of the independent theatre circuit, stated that unless relief is granted by the court, the Norris may be forced to close for want of suitable product.

Named among the pictures creating the jam are: "Detective Story," in its 12th week and set for four to six more weeks; "Death of a Salesman," opening today for a six- to eight-week run; "Quo Vadis," soon to open for at least 10 weeks; "Sailor Beware," set to open Feb. 12 for five weeks, and "The Greatest Show on Earth," due on the 21st for 10 weeks.

The Sabloskys anticipate that there will be a severe shortage of top product for all of the Philadelphia key runs shortly after March 1 as a result of these lengthy runs. Plaintiff is represented by the law firm of Dilworth, Paxson, Kalisch, and Green.

Monogram Bookings Up 12%: Ritchey

Hollywood, Jan. 30.—With "Monogram Week," to be observed Feb. 10-16, bookings of the company's product for that period in foreign countries will show a 12 per cent increase above the corresponding period for last year, according to Norton V. Ritchey, president of Monogram International Corp.

Ritchey made the announcement upon his arrival in Hollywood for a series of conferences with Steve Broidy, company president, and other executives.

Edward Morey, company vice-president who originally planned to leave for his New York office last Friday after attending huddles here last week, remained over for this week's executives conferences.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

ONE SMASH OPENING AFTER

"ANOTHER MAN'S POISON"

BIGGEST OPENING IN 6 MONTHS! HOLDING OVER FOR CONTINUED GREAT RETURNS! Philadelphia (Mastbaum)

THIRD BIG WEEK! San Francisco (United Artists)

BIGGEST U. A. GROSSER AND HOLDOVER IN YEARS!
London, Ontario (Loew's)

SOCK WEEK: Harrisburg (Loew's Regent); Reading (Loew's Colonial)

SMASH OPENINGS AND HOLDOVERS: Seattle (Orpheum); Oakland (Roxie); Pittsburgh (Warner)

AND IT'S ONLY THE BEGINNING!

Bette Davis

Gary Merrill

Emlyn Williams

Douglas Fairbanks, Jr. and Daniel M. Angel present Bette Davis
Gary Merrill • Emlyn Williams in "Another Man's Poison"
also starring Anthony Steel (by permission of J. Arthur Rank Productions, Ltd.)
with Barbara Murray • Reginald Beckwith • Edna Morris • Screenplay by Val Guest
From the play, "Deadlock," by Leslie Sands • Produced by Daniel M. Angel
Directed by Irving Rapper

Another BIG ONE thru UA

Color TV Ban

(*Continued from page* 1)

is the stand which is being demanded by Chromatic Laboratories, which wants wide use of its tri-color tube, and by theatre television interests. This is also the stand demanded recently by Senator Ed Johnson (D., Colo.), chairman of the Senate Interstate Commerce Committee.

Feb. 8 Meet Set

NPA is slated to take up the whole matter at a meeting with equipment manufacturers on Feb. 8.

A top NPA official admitted his staff is examining the problem, and said that "if we decide we can accomplish our ends through materials allotment control, we'll certainly lift the order. We want to get rid of controls wherever we can."

If the order were lifted, this official pointed out, the problem of theatre television interests and of firms like Chromatic would be whether they could get the scarce materials. In the case of theatre TV, he said, there would be an additional problem of whether manufacturers would prefer to use whatever materials they can get on home color sets or on theatre color equipment.

Asked Earlier Meet

The Motion Picture Association of America and the Theatre Owners of America have asked NPA for a meeting on theatre TV aspects in advance of the Feb. 8 meeting with equipment manufacturers. NPA officials indicated they would be glad to meet privately with these groups, but did not see the need for a formal conference with them like the one to be held on Feb. 8 with the set makers. They also indicated they would probably not make any decision on the theatre TV question until after Feb. 8, pointing out that any decision to rescind or modify the ban for equipment manufacturers would also affect the theatre TV aspects, possibly even solving the latter problem.

Arbitration Damages

(*Continued from page* 1)

such a proposal should at least be put before the distributors as part of the arbitration scheme. Some Allied officials are reported to feel that unless some aspects of damages can be arbitrated, along with trade practice complaints, exhibitors will continue to take their complaints to the courts in order to get monetary rewards, and arbitration will not succeed in reducing the present volume of litigation in the industry.

Could Not Fix Guilt

It is felt by some Allied board members that arbitration could not possibly fix the issue of guilt or innocence on the part of the distributors but that in cases where the distributors admit their liability, arbitration could very well be used to fix the amount of damages and to determine whether punitive damages should be awarded on top of actual damages. These members cite the fact that the courts often appoint special masters to make such findings, and say the arbitration boards could carry on the same function as the masters.

According to the latest reports, the Allied board will not approve a detailed draft of an arbitration plan but rather merely reach an agreement on the broad outlines of a plan. These broad outlines would then be submitted to major distributors and the latter would be free to ignore them, hold further meetings with Allied, or call an industry-wide conference on arbitration to discuss the proposals of Allied, Theatre Owners of America and other groups.

Has Gone on Record

Allied has already gone on record as believing that any arbitration plan must be an amendment to the Paramount case decree, and must be approved by the Justice Department and the courts. It is considered unlikely, however, that any plan will be put before Justice until it is fairly well agreed on by all parties. Informal conferences with the Department might be held on specific points as they arise, but it is felt that to put an incomplete plan before Justice will just be a waste of time, since the final plan may be quite different.

See E. Pa. Allied Action in 90 Days

PHILADELPHIA, Jan. 30.—Sidney E. Samuelson, president of Eastern Pennsylvania Allied, remains silent on any prospects of the local organization's reinstatement as a unit of national Allied. Samuelson refused even to name a date on which the regional group's board will meet to vote on the issue. He indicated, however, that the action taken by Eastern Pennsylvania Allied within the next 90 days will make him "one of the most unpopular men in the trade with those elephants that are trying to smear a salve on a cancer."

Yates on Product

(*Continued from page* 1)

somewhat. Blame was not only put on home television and bad weather recently in many cities, but on overall business conditions as well. "I think many businesses would be equally depressed if it wasn't for their connection with the war program," the Republic president stated.

Yates said the reason Republic is now selling its films to television and engaged in producing for television is to make up the loss in revenues from the sale of its films to theatres. He expressed the opinion that it is better "to live with television" and "get your share of the business" than fight it.

Asked about exhibitor reactions to the sale of his company's films to TV, Yates replied that exhibitors realize the position Republic is in. If exhibitors were in the same situation, Yates continued, they would do what he is doing. He added that exhibitors would and should seek application for television stations once the "freeze" is lifted. The advent of theatre television was hailed by the Republic president.

Yates, who will leave here next Thursday for Europe to visit exchanges in Paris, Rome and London, expressed optimism over the future of the industry.

On the company's TV activities, Yates said Republic's TV studio in Hollywood is planning a series of 26½-minute shows.

TOA Plans

(*Continued from page* 1)

Livingston, C. E. Cook, Morris Lowenstein, Robert Bryant, E. D. Martin, Marlin Butler and others, who said they considered tax relief the most important objective of this meeting. Suggestions ranged from a grass-roots informational campaign to the use of the screen to build public pressure for repeal of the 20 per cent levy.

Following the session, executive director Gael Sullivan told the press TOA is prepared to go all-out for tax relief regardless of the attitude of other industry organizations.

A proposal for establishing a scientific research institute for the industry was presented at the morning session by Dr. Lee A. Du Bridge of the California Institute of Technology, a guest of Charles Skouras. Du Bridge cited the advantages reaped by other industries from their research institutions and mentioned improvements in film technologies, from script to screen and on beyond to include advertising methods and scientific sampling of public moods, making a special point of developing third dimensional pictures. The speaker cautioned, however, that it would be unwise to expect immediate benefits from such an enterprise, but first gains could be expected within a year or two, bigger ones in six to 10. Skouras estimated the cost of establishing such an institute would be about $1,000,000 and said he believes all branches of the industry should share in providing it.

In the afternoon session Darryl Zanuck reminded TOA members that there was a research organization already functioning on the Coast, the Motion Picture Research Council, which is maintained by the Association of Motion Picture Producers.

In the course of the seminar discussion session this afternoon, Zanuck in replying to Raymond Willie's plea for the use of new talent in pictures, said he was pleased to learn exhibitors share his views on that subject, pointing out his company has about $16,000,000 worth of product featuring new players coming up.

Wolfson proposed the production of a new series of industry shorts, stressing the value derived from the first series, and Y. Frank Freeman, chairman of that enterprise, said some money is left in the fund and that an investigation of possibilities will be conducted.

On the quantity and quality of pictures, Si Fabian, Ted Gamble, Zanuck and Dore Schary found agreement on a plan for promoting bookings on good pictures which, for no known reason, get about 6,000 bookings instead of the required 14,000. The solution, they held, is for distributors to present these cases frankly to exhibitors and for the latter to cooperate.

Morton Thailer, urging improvement in trailers, was told most complaints on this score are general, rather than specific, and exhibitors are invited to make specific suggestions, as producers, familiar with pictures pertained to, are less qualified to judge.

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‘U’ ’51 Net

(*Continued from page* 1)

terday in his annual report to stockholders.

Previously, the company reported an estimate of $2,092,783 for the year after provision of $3,300,000 for Federal taxes. For the preceding fiscal year (52 weeks) consolidated net earnings were $1,355,886 after provision of $950,000 for Federal taxes.

The company reported consolidated earnings for 1951 of $2.10 per share on the 960,498 shares of common stock outstanding. For the preceding fiscal year earnings were $1.14 per share.

According to Blumberg, the company's volume of film rentals in the U. S. in the 1951 fiscal year reached an all-time high. Income from operations for fiscal 1951 was $65,172,580 compared to $55,591,085 the previous year.

Active Interest in TV

Universal is maintaining an active interest in the field of television, according to Blumberg. In his report he states, "The special unit set up at the studio has continued its study of the problems involved in the production of films for television." The company will play "an important part in the production and distribution of new films for television programs," he said. "We recently announced the conclusion of plans of our subsidiary, United World Films, in collaboration with our studio, for the extensive production, distribution and sale of films for television programs both in black-and-white and in color. We continue to adhere to the opinion expressed in the previous annual report that television eventually will rely to a large extent on films for its entertainment and will become more and more a major source of revenue to the motion picture production industry and not, as it now is, a purely competitive medium of entertainment."

One of the significant developments in the past year was the acquisition of a substantial stock interest in the company by Decca Records, Inc., through its president, Milton R. Rackmil, the report stated.

Compo Ad Planning

(*Continued from page* 1)

meeting here of the Simonelli committee which was also attended by Arthur L. Mayer, COMPO executive vice-president, and Charles E. McCarthy, information director.

‘Synthesize the Thinking’

The sub-committee will be called upon to "synthesize the thinking" represented in suggested COMPO advertisements submitted by Loew's, Warner, 20th Century-Fox, Paramount, Universal and United Artists. It is hoped that a single ad layout will be agreed upon by the sub-committee.

At yesterday's meeting it was evident that opinion is about equally divided on whether the COMPO ads should place heavy emphasis on the institutional theme or whether individual films should be stressed with institutional aspects merely touched upon.

Present at the meeting, in addition to those already mentioned, were: Howard Dietz, Si Seadler, Phil Gerard, Jeff Livingston, S. Barret McCormick, Sid Blumenstock, Alec Moss, Sid Schaefer, Sam Kaiser, Francis Winikus and Alfred Corwin.

‘Pinky’ Case to High Court

(*Continued from page* 1)

Motion Picture Association of America, has been giving Gelling national publicity in speeches demanding freedom of motion pictures on the same scale as that of the press. It is known that the MPAA would be gratified to see the issue acted upon by the Supreme Court.

Robert L. Park of Beaumont, attorney for East Texas Theatres, Inc., owner of the Paramount in Marshall. said previously he was ready to head to the Supreme Court if he lost in Texas' final court for criminal cases. First, though, he must be refused a rehearing in the court here.

The Gelling case is the kind that industry attorneys believe would be an "airtight, perfect high court censorship test case," because it is one in which an exhibitor "played a film banned by censors and was fined or imprisoned," they state.

Not as clear cut were the "Lost Boundaries" and "Curley" high court appeals of recent years. They involved legal technicalities and the Supreme Court rejected both.

Judge Tom L. Beauchamp patterned the court's opinion upholding the Marshall censorship closely after the 1950 decision by Judge J. C. Hutcheson of the United States Circuit of Appeals at New Orleans which upheld the city censorship ordinance of Atlanta, Ga.

In that case Judge Hutcheson turned down a plea for the court to put a new version on the Supreme Court's 1915 decision upholding state and city censorship and rule that the motion picture industry was a medium of communication and entitled as part of the press to complete freedom of censorship.

"We cannot concede," the court there held, "that the motion picture industry has emerged from the business of amusement and become propagators of ideas entitling it to freedom of speech."

One argument for Gelling had been that both *Life* and *Look* magazines had reviewed the racial issue picture and had been sold in Marshall without restraint. On that basis, it was contended the picture could be displayed.

To that Judge Beauchamp replied that even if television and magazines were permitted to circulate to the youth of the community improper matters and "ideas derogatory to the proper development of good citizens," it would not lead him to "concede that this has divested the municipal authorities of a right to regulate such subjects."

He added: "If some are exposed to evil, if evil it be, there is within such fact no argument that other and all evil should be strewn in the path of our youth.

"The desire of a great industry to reap greater fruits from its operations should not be indulged at the expense of Christian character, upon which America must rely for its future existence."

Youth of the nation is influenced by the community, he said, and if the state and community surrender power to keep a wholesome community, "then we may expect our Federal Government to move into fields with which it should not be encumbered and in which it can not best serve."

Marshall, an East Texas town with about one-half Negro population, got its ire aroused when Gelling announced he would unreel the 20th Century-Fox picture concerning fictional experiences of a near-white Negro girl in the South. It dusted off a 1921 ordinance adopted to deal with the "Birth of a Nation." He was convicted in County Court and fined $200, after his arrest on a 29-year-old ordinance.

Judge Beauchamp turned aside as immaterial reasons for the Board of Censors to ban the film and wrote on the question of whether the ordinance should be struck down under the First and Fourteenth Amendments.

He disagreed with arguments of Gelling's attorney that recent decisions by the United States Supreme Court indicated it was shifting its attitude, therefore its 1915 ruling upholding state and city film censorship should be disregarded.

"The Supreme Court of the United States," in the court's opinion, "may extend the Fourteenth Amendment to include motion pictures, and thus nationalize the industry and remove it from state and municipal control, but we are not expecting this until it has done so, and certainly will not yield that important function on behalf of the state and the municipality until we are forced to do so."

The Supreme Court, he noted, has consistently refrained from reconsidering its 1915 decision.

The "Pinky" case was argued here nearly a year ago and has been pending since.

See $450,000 Revenue For State Film Unit

Albany, N. Y., Jan. 30.—The operating costs of the motion picture division of the State Education Department, which reviews and licenses films commercially exhibited, will be $99,407 in the fiscal year 1952-53, compared with an estimated revenue of $450,000.

This is shown in the budget which Governor Dewey submitted to the State Legislature yesterday.

Skouras Addresses

(*Continued from page* 1)

through large screen theatre viewing. Skouras described the motion picture as a community of talents, drawing its experts from every part of the globe and from every culture, giving scope to freedom of expression throughout the world and symbolizing the cultural community of interest inherent in the activities of UNESCO and the United Nations.

He stated that television will bring the motion picture to even greater heights of public service.

Ferrer, Hunter Preview

Jose Ferrer and Kim Hunter, stars of "Anything Can Happen," appeared at a special Paramount preview of the film held at last evening's session of the third national conference of the National Commission for UNESCO.

THE MOST EXCITING CAST OF THE YEAR!
"THE GREEN GLOVE"
Another BIG ONE thru UA
"A good bet for anybody's screen! Expert, exciting chase! Plenty thrill and suspense!" —Film Daily

Britain Shuts Down State-Supported Crown Film Units

LONDON, Jan. 30.—Moving swiftly to curb governmental expenditures for motion pictures in the wake of Chancellor of the Exchequer Richard A. Butler's new austerity message to Commons yesterday, the Treasury today announced cessation of all film production by the Central Office of Information.

The move involves a shutdown of the Crown Film unit and the surrender of its Beaconsfield Studio. In addition, the COI's exhibition of government films by mobile van throughout the provinces will be discontinued, as will other film performances paid for by the COI.

Butler told Commons yesterday that the existing government agreement with American film companies prevents a cut in Britain's dollar expenditures for film imports at present but that consideration is being given by the government to a reopening of the pact next September, as permitted.

Despite the shutdown of the government's film unit, motion pictures in its Central Film Library still will be available, but charges will be made for their use.

The film industry here has consistently advocated closing of the government's film unit on the grounds that the expense involved is not justified and also that much of the Crown Film unit's product is not designed especially to disseminate official information, but often to propagate socialist doctrine.

Enter 5 Features In India Festival

Member companies of the Motion Picture Association of America have entered five features and seven shorts subjects in the International Film Festival which opened this week in Bombay.

The features are:—"An American in Paris," (M-G-M); "No Highway in the Sky," (20th Century-Fox); Cecil B. DeMille's "The Greatest Show on Earth," (Paramount); Walt Disney's "Alice in Wonderland," (RKO); "The Magnificent Yankee," (M-G-M).

Short subjects include Disney's "Nature's Half Acre," (RKO); "The Jumping-Off Place," (Paramount); "Channel Swimmer," (RKO); "America's Singing Boys," (RKO); "Arrow Artistry," (20th Century-Fox); "Movie Madness," (20th Century-Fox); "Wish You Were Here," (Warner).

Director Frank Capra arrived in Bombay this week as official delegate of the U. S. State Department and representative of the American industry at the Festival. Representing the MPAA and serving also as special emissary of the State Department will be Harry Stone, administrative assistant to MPAA international department vice-president, John G. McCarthy.

Waters to Warners

Dan C. Waters has joined Warner Brothers field exploitation staff in the Southern territory, with headquarters in Dallas. He replaces George Bannon, resigned.

Reviews

"Bugles in the Afternoon"

(Warner Brothers)

A CONFLICT between two cavalry officers runs to almost classic proportions in "Bugles in the Afternoon." The picture is set at the time General Custer was battling Indians and has some good outdoor action and excitement. This William Cagney production is ample in its production values, including color by Technicolor. Ray Milland plays the officer who is drummed out of the regiment for running a saber through his nemesis, Hugh Marlowe.

The screenplay by Geoffrey Homes and Harry Brown also has a romantic triangle, with Helena Carter portraying the girl who wavers in devotion between both men. Others in the cast who lend color to the story are Forrest Tucker, a humble private who knew happier days as a sergeant, and Barton MacLane, a hardened captain. All told, the picture should be very pleasing to action fans.

After a spell as a civilian, Milland decides to enlist in the cavalry again as a private. To his consternation, it develops that Marlowe is his superior officer. Not only does he have to contend with conniving hostility of Marlowe as a superior officer and as a rival for Miss Carter, but also with the regiment bully, Tucker. It takes a fist fight to chasten Tucker and turn him into a devoted friend. As for Marlowe, the struggle with him wages over many a field of battle until finally he goes to his doom.

There are some rousing good battle scenes with the Indians, directed tellingly by Roy Rowland. The finale sees Milland rightfully restored to his captaincy as well as the affection of Miss Carter. The screenplay was based on the novel by Ernest Haycox.

Running time, 85 minutes. General audience classification. Release date, March 8.

MANDEL HERBSTMAN

"The Green Glove"

(Benagoss Productions—United Artists)

A LONG and fascinating manhunt is set in motion in "The Green Glove." Photographed in France, the picture offers as an added premium some attractive local color. There is very little that is ambitious about the production but it makes for crisp and exciting entertainment of general audience appeal. Heading the cast are Glenn Ford and Geraldine Brooks.

Told in flashback, the story begins during World War II, when Ford, as an American paratrooper, leaves a jewelled glove with some people in a chateau. The glove, a church relic, had been stolen by George Macready, and in the midst of enemy fire, passes into Ford's hands.

Now with the war over, Ford returns to France to claim the glove. Soon, however, he finds himself the storm center of a lot of melodramatic doings. There are mysterious murders and assaults. Ford not only becomes the quary of Macready and his underworld henchmen, but also of the police who suspect him of murder. Along the way Ford meets pretty Miss Brooks and presently a romance is in full flower.

Rudolph Mate's direction draws the most out of the suspenseful pursuit and flight. Excellent exploitation material is the climax in which Macready pursues Ford through a narrow mountain pass that looks down upon yawning chasms. Ford not only has a deadly struggle with his adversaries but also one with his conscience over whether to keep the glove or return it to the church. He takes the latter action finally and all ends happily.

This Benagoss Productions film was produced by Georges Maurer. Charles Bennett provided the screenplay.

Running time, 88 minutes. General audience classification. Release date, Feb. 28.

M. HERBSTMAN

SWG 'Blacklisting' Trial Due in April

Trial of action filed in Federal Court here in Jan., 1949, by the Screen Writers Guild and the Authors League of America to restrain members of the Motion Picture Association of America and the Society of Independent Motion Picture Producers from "blacklisting" script writers has been put off to April 26. It had been scheduled for Feb. 28.

The complaint charged that on Nov. 25, 1947, the defendants formed a combination to bar writers from employment if they held membership in certain organizations. The action was an outgrowth of developments which followed the trials of the so-called "unfriendly 10" writers and directors who were charged with contempt of Congress.

The "unfriendly 10" filed damage actions against producers when the former were denied employment because of their alleged Communist ties, but a number of these suits meanwhile have been settled out of court with the payment of sums to plaintiffs.

File Accounting in Shea Estate Case

An accounting was filed here yesterday in Bronx Surrogate Court by trustees of the Maurice A. Shea Trust in answer to a petition for an accounting filed by Dorothy Shea, wife of Gerald Shea, president of Shea Enterprises and daughter of the late M. A. Shea, founder of the circuit.

A motion to set aside an accounting made in 1950 was entered, but Surrogate Judge Pots reserved decision.

One of the trustees, E. C. Grainger, former general manager of the Shea Circuit, is now engaged in contract litigation against the circuit. The judge ruled that he had no jurisdiction in Grainger's dispute with management seeking arbitration of their differences.

Parties in the dispute were given until Feb. 13 to file additional answers and affidavits. Others include Edward C. Raftery of the law firm of O'Brien, Driscoll and Raftery, and Thomas E. Shea, who, with Grainger, are sole surviving executors and trustees of the estate.

WSB Extends Wage Increase Formula

Hollywood, Jan. 30.—The Wage Stabilization Board, which previously had approved the wage increase formula worked out by the IATSE with Association of Motion Picture Producers member studios, has approved the same for all other studio unions which have negotiated wage agreements with the AMPP, the Society of Motion Picture Producers or the Independent Motion Picture Producers Association.

Expect 1,000 at 20th-Fox Seminar

An estimated audience of some 1,000 exhibitors from the Philadelphia, Washington and Pittsburgh areas will attend 20th Century-Fox's first regional merchandising meeting following the New York session, being held at the Erlanger Theatre in Philadelphia today.

The gathering will hear vice-president Charles Einfeld and his staff outline advertising, publicity and exploitation plans for pictures to be released during the first half of this year. Each exhibitor will carry away merchandising kits to be used in planning local compaigns.

Executive assistant general sales manager W. C. Gehring will make the welcoming address and list the entire 1952 product.

Also at the meeting will be Atlantic division manager Glenn Norris and branch managers Sam Diamond, Philadelphia; Al Levy, Pittsburgh, and Joe Rosen, Washington. They will also bring their sales staffs to the meeting.

A novelty of the meeting will be the Kinescope showings of several TV shows which have included large-scale publicity "plugs" for various company films and personalities.

Sweden to Retain Censorship Setup

WASHINGTON, Jan. 30.—A Swedish government committee has recommended that Sweden's present film censorship legislation be continued practically unchanged, according to U. S. Commerce Department film chief Nathan D. Golden. The committee was appointed by the Minister of Education early in 1949.

The Censorship Board may prohibit any film showing or may decide a film is not for screening before mixed audiences, or only for persons over 15. The committee suggested only minor changes, including one that the present age limit of 15 years be replaced by two age groups, one under 11 and the other under 16.

The group did recommend that charges for censoring films be lowered. At present, the board makes a profit on this activity, and it was felt that the charges should cover costs and no more.

About 55 per cent of all features approved in the first nine months of last year were from the U. S., Golden said.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 23 NEW YORK, U. S. A., FRIDAY, FEBRUARY 1, 1952 TEN CENTS

Tax Collection In '51 Only 3½% Under '50

Ticket Levy Brought U. S. $344,642,962

WASHINGTON, Jan. 31.—General admission tax collections in 1951, reflecting box-office business from December, 1950, through November, 1951, were less than three and one-half per cent below 1950 collections, the Bureau of Internal Revenue reports.

Total collections for the 12 months in 1951 were $344,642-962. Collections for 1950, reflecting box-office business from December, 1949, through November, 1950, were $356,723,-866. The 1950 collections were slightly over five per cent below those for 1949.

Collections last December, reflecting business in November, amounted to

(*Continued on page 3*)

Cite Peril to Films In Copyright Setup

WASHINGTON, Jan. 31—Government leaders and copyright experts from private industry have warned Congress that foreign governments will probably reduce or end the copyright protection they give U. S. films unless a pending bill is enacted into law.

Luther Evans, head of the Library of Congress, warned of foreign actions, adding that, "our great motion picture industry, which fills a great demand in Europe for American pictures and which to a large extent relies upon the foreign market, will find

(*Continued on page 3*)

Name German Head Of NCCJ 'Lab' Unit

William J. German, president of William J. German, Inc., has been appointed chairman of the film laboratories committee of the entertainment industrys' participation in the 1952 fund-raising campaign of the National Conference of Christians and Jews, George P. Skouras, chairman of the amusements division of the drive, announced here yesterday.

At the same time, Skouras announced the appointment of theatrical

(*Continued on page 2*)

TOA Reaffirms 'Anti-Red' Stand As Coast Meet Ends

HOLLYWOOD, Jan. 31.—The Theatre Owners of America tonight wound up its four-day midwinter board of directors meeting with the adoption of a ringing resolution aimed at registering its stand with respect to Communism.

The resolution said in part, "Whereas our nation is now mobilizing all its resources to strengthen our arsenals of defense against aggression outside or infiltration inside by the Godless government and slave states of Communism, now therefore be it resolved that TOA reaffirm and rededicate its entire membership to

(*Continued on page 3*)

Expect FCC Order Broadening Issues

WASHINGTON, Jan. 31.—The Federal Communications Commission is expected to issue an order tomorrow broadening the issues in the coming theatre television hearings and also announcing a brief postponement in the starting date of the hearings.

The hearings will be set back from Feb. 25 to March 10, according to reliable reports. Informants said the delay was due both to the fact that

(*Continued on page 2*)

U. S. CLEARS 44 LOEW'S THEATRES

Houses in 30 Cities Are Wholly Free of Divestiture Provisions

Of Loew's approximately 120 theatres, 44 are wholly unaffected by the divestiture provisions of the company's Federal consent decree, released by the Department of Justice in Washington this week, an analysis of the divestiture agreement reveals.

The 44 theatres which Loew's may retain without qualification do not constitute the total of its operations after all divestiture conditions have been complied with. The total which will comprise the post-divestiture circuit probably will be nearly double that.

The difference is that in numerous situations the decree offers Loew's the

(*Continued on page 2*)

Industry Must Unite Against Detractors, Einfeld Tells Meet

PHILADELPHIA, Jan. 31.—The necessity of making greater masses of the public aware of the excellent entertainment coming from the studios was stressed today by Charles Einfeld, 20th Century-Fox vice-president in charge of advertising-publicity, in an address before the company's first regional merchandising meeting held here at the Erlanger Theatre.

Calling for a solid bloc against de-

(*Continued on page 2*)

Picker Sees Banner UA Year in Brazil

RIO DE JANEIRO, Jan. 31.—Following a big-scale meeting here with United Artists sales personnel, Arnold Picker, UA foreign manager, predicted the company will have a banner year in this country in terms of the number of bookings.

On a tour of South America from

(*Continued on page 3*)

'Timing' of TOA Anti-Tax Plan Is Questioned Here

Theatre Owners of America's announced intention to re-stimulate public pressure for repeal of the 20 per cent Federal admission tax appears likely to run into a measure of opposition within the industry.

The question of "timing" was raised in industry circles here yesterday as it became known that TOA directors, meeting on the Coast, had approved a resolution instructing Mitchell Wolfson, organization president, to name a committee of TOA members to formulate a plan for vigorous action to obtain tax relief, especially at the Federal level.

The subject of taxes is scheduled for an airing on an industry-wide plane at the meeting in New York on Feb. 20-21 of the board of the Council of Motion Picture Organizations. Opinions, pro and con, as to the advisability of a campaign against the Federal admission tax in the light of, or notwithstanding, the government's mammoth military budget, are likely to engender considerable heat at the COMPO parley, it is believed by observers here.

As far as COMPO's administrative officials are concerned, they pointed

(*Continued on page 3*)

'Unfair Tax' Manual Published by TOA

A 65-page manual entitled "Fighting Unfair Taxes," which sets forth a 15-step program for exhibitors in combatting discriminatory taxation, has been published by Theatre Owners of America for distribution to theatremen.

Written in clear, concise language and illustrated with a large number of eye-catching cartoons, the manual also points up the methods employed in successful exhibition fights of the past against state and local taxes.

Say Arnall Offered Price Control Post

WASHINGTON, Jan. 31.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, said he would leave for Atlanta tonight—still without a government job.

Arnall continued to refuse to comment on reports that President Truman had offered him any one of several top government posts. The most common report today was that the President was pressing Arnall to take the Price Stabilization post being relinquished by Michael DiSalle.

"Assuming I had been offered a

(*Continued on page 2*)

Report Combine for Drive-Ins Forming

NEW ORLEANS, Jan. 31.—Efforts to organize Louisiana and Mississippi drive-ins in a new film buying and booking combine are under way, according to Film Row reports here.

Max Connett of Newton, Miss., board chairman of the M.P.T.O. of Arkansas, Mississippi and Tennessee, a Theatre Owners of America affiliate, is mentioned in connection with the reports as one of the moving spirits behind the plan. Efforts to ob-

(*Continued on page 3*)

Personal Mention

WILLIAM C. MacMILLEN, JR., president of Pathe Industries, has returned to New York from Hollywood.

•

ROBERT S. WOLFF, managing director of RKO Radio Pictures in the United Kingdom, sailed yesterday from Southampton on the *S. S. Queen Mary* for home office conferences here. Originally he was expected here by plane yesterday.

•

MRS. ALICE THOMPSON, publisher and editor-in-chief of *Seventeen* magazine, leaves here today for St. Louis, Dallas, Fort Worth and Houston.

•

MORT NATHANSON, Eastern director of advertising-publicity for Horizon Films, is in Washington from New York.

•

JOHN KIRBY, Southern division manager for Warner Brothers in Atlanta, is convalescing from a fractured arm.

•

EDWARD P. CURTIS, Eastman Kodak vice-president, was in New York yesterday from Rochester.

To Honor Zukor in 'Movietime' Show

Adolph Zukor, chairman of Paramount Pictures board of directors, will be the honored guest on Ken Murray's CBS-TV show tomorrow night in a program which will pay tribute to Zukor's pioneering work in the industry and in a "Salute to Movietime, U.S.A."

Senate Confirms New Post for Johnston

WASHINGTON, Jan. 31.—The Senate today confirmed the appointment of Eric Johnston, president of the Motion Picture Association of America, as chairman of the International Development Advisory Board.

Levin Gets Mono.-AA Checking Tasks

HOLLYWOOD, Jan. 31. — Monogram Pictures and Allied Artists have retained Jack Levin and Associates to handle theatre checking assignments.

FCC Delay

(*Continued from page* 1)

the commission is still tied up with work on the television "freeze" and to the large number of late appearances filed in the proceedings.

More significant than the postponement, from the film industry's point of view, is the proposed enlargement of the issues. Commission officials would not comment on what the new issues would be except to admit that the enlagement came on the motion of the FCC's own staff and that the questions of the geneal qualifications of the various film companies would be made an issue.

Cancer Society Cites Industry in Canada

A tribute to the Canadian industry for its part in the fight against cancer was paid by Dr. O. H. Warwick, executive director of the Canadian Cancer Society, it was reported here from Toronto.

Warwick pointed out that at least 2,000,000 theatregoers in Canada have seen the Society's cancer education film.

Report High Losses In 5 Theatre Fires

Five theatre fires, two in Tennessee and three in other states, resulted in heavy losses.

The Wayne Theatre, Waynesboro, Tenn., owned and operated by James Allen Petty and J. Tom Hassell, was destroyed by fire, with a loss estimated at $75,000, partially insured. The owners have indicated they will rebuild.

Fire of unknown origin caused several thousand dollars worth of damage to the Webbo Theatre at Harriman, Tenn., a unit of the Cresent Amusement Co.

Firemen fought a general alarm fire for four hours in below—zero weather, but failed to save the Alcazar Theatre at Naugatuck, Conn. The theatre's roof collapsed and ruined the interior to the extent of a $40,000 loss.

The Lyric Theatre, Marcus, Ia., owned by Ed Delaney, was burned out in a mid-morning fire, and the Deadwood Theatre at Deadwood, S. D., was destroyed as a blaze swept a section of the downtown business district. Black Hills Amusement Co., operated the latter theatre.

Report Arnall

(*Continued from page* 1)

job, I assume that I would give the President my answer next week," Arnall said. "I certainly have not taken any job so far."

Arnall had lunch today with Economic Stabilizer Roger Putnam, adding to the rumors that he had been asked to take the Price Stabilization job.

At his press conference this morning, President Truman said he would be glad to have Arnall in an Administration post but he did not think Arnall wanted one. The President flatly denied reports that Arnall had been asked to take a Federal "clean-up" job.

Name German

(*Continued from page* 1)

producer Max Gordon to act as chairman of legitimate theatres for the drive.

Featured events will be the industry's participation in National Brotherhood Week, Feb. 17-24 and an industrywide dinner to be held on Feb. 28.

Loew's Decree

(*Continued from page* 1)

alternative of disposing of any one of several theatres. In other situations it has the choice of retaining theatres by accepting product limitations or other balances short of actual divestiture to establish independent competition. In the latter, if the competition does not materialize, divestiture could be ordered.

The analysis shows that apart from the 44 theatres which are wholly unaffected by divestiture terms, there are 24 which must be disposed of by Loew's and approximately 48 in the either-or category. If the competitive conditions sought by the Department of Justice materialize, Loew's could retain most of the latter operations. The theatres subject to outright divestiture and those affected by conditional provisions were published in MOTION PICTURE DAILY of Jan. 29.

Herewith are the 44 Loew's theatres wholly unaffected by divestiture provisions:

San Francisco: Warfield.
Bridgeport: Globe, Majestic, Poli.
Wilmington: Aldine.
Washington: Capitol, Columbia, Palace.
Atlanta: Grand.
Indianapolis: Loew's.
New Orleans: State.
Boston: Orpheum.
Springfield: Poli.
Kansas City: Midland.
St. Louis: Orpheum, State.
Jersey City: Loew's.
Newark: State.
Buffalo: Buffalo, North Park, Lackawanna, Teck.
New York City: Spooner, Apollo, Capitol, State, 175th Street, Orpheum, Rio.
Niagara Falls: Bellevue.
Rochester: Loew's.
Syracuse: State, Strand.
Akron: Loew's.
Canton: Loew's.
Dayton: Loew's.
Toledo: Esquire, Valentine.
Harrisburg: Regent.
Reading: Loew's.
Providence: State.
Memphis: Palace, State.
Nashville: Vendome.
Houston: State.
Norfolk: State.
Richmond: Loew's.

Another factor which will affect the size of the new circuit is the disposition to be made of some seven theatres which are jointly-owned by Loew's and the United Artists Theatre Circuit. The decree puts a Feb. 29, 1952, deadline on Loew's ending its joint interests with the UA Circuit. A check-up at the offices here of both companies brought disclosure that, although talks between the two have been going on for some time, no documents have been drawn up yet.

The outright divestiture of 24 theatres must be completed in two years, at the rate of 12 a year. The conditional divestiture of approximately 48 theatres are to be determined in three to five years, although such determination is not likely to result in the divestiture of more than a small percentage of that total, in any eventuality.

The decree is scheduled to be presented to the Federal Court here for approval next Wednesday. A reorganization plan giving effect to the divorcement provisions of the decree must be approved by Loew's stockholders by June 8, and must be completed within two years thereafter, except in the event of a refinancing problem, specially provided for.

Myers Praises *Daily's* Stand

Washington, D. C.

Editor, MOTION PICTURE DAILY: Applause from the gallery for your column ("Tradewise," Jan. 28) on Erskine Johnson's proposal for liberalizing the Production Code so the movies can compete with television in the smut market.

In the industry's present reduced circumstances, wouldn't it be just dandy to stir up all the critics and reformers who have been dozing since 1934?

Abram F. Myers
General Counsel and
Chairman of the Board,
Allied States Association

Industry Must Unite

(*Continued from page* 1)

tractors of motion pictures, Einfeld asked that enthusiasm for the business be a watchword in all branches of the industry.

In order to demonstrate the superior entertainment quality of films, Kinescope examples of current home television shows and the last reel of 20th-Fox's Easter Technicolor release, "With A Song in My Heart" were shown to the 1,000 showmen present.

Home office advertising, publicity and exploitation staffers who joined with Einfeld in the presentation of the program were Rodney Bush, Stirling Silliphant, Alec Moss, Martin Michel, Eddie Solomon, Earl Wingart, Dean Justin, Will Yolan and Ira Tulipan.

W. C. Gehring, executive assistant general sales manager, made the welcoming address.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

HOWARD HUGHES presents
JANE RUSSELL
VICTOR MATURE in
THE LAS VEGAS STORY
in person
DENISE DARCEL
JACK CARTER
BLUE BARRON
And His ORCH.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

SAMUEL GOLDWYN'S
"I WANT YOU"
Now! CRITERION Broadway at 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue. Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter. Sept. 21, 1938, at the post office at New York. N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies. 10c.

Anti-TaxPlan

(*Continued from page* 1)

out that their job is to follow the instructions of the COMPO board. If the board calls for an anti-tax campaign, such as the one COMPO waged a year or so ago under the chairmanship of Abram F. Myers, Allied general counsel, the administrators said they would act at once, and vigorously, to carry out such instructions.

TOA, according to a statement attributed to its executive director, Gael Sullivan, is prepared to go all-out for tax relief regardless of the attitude of other industry organizations.

Nevertheless, industry observers point out that experience has demonstrated that the success of such endeavors are almost wholly dependent upon a united industry stand, for legislators are unimpressed by tax reduction pleas made by some but not all segments of an industry and are quick to seize upon a lack of unanimity as an easy excuse for rejecting such petitions. Even with a united stand the difficulties of winning them over, particularly in times of national emergency, as now, are well known.

For these reasons, observers said, an amusement tax reduction campaign is clearly within COMPO's province and should be decided there, as was the 1949 campaign. Expertly organized and administered by COMPO, that effort was about to be crowned with success when the Korean conflict flared up and the resultant national emergency ended all chances of Federal tax reductions.

Services Today for Mother of Brandt

Mrs. Gusti Brandt, 83, mother of New York's motion picture family, died yesterday after a short illness, at her winter home in Miami Beach.

Mrs. Brandt is survived by five sons, William, Harry, Louis, Bernard and Albert, two daughters, Mrs. Belle Heyman and Ruth Brandt, and two sisters, Mrs. Lena Weisel and Mrs. Anna Goldman.

A native of Austria, Mrs. Brandt came to this country at the age of 19. She is the widow of Ignace Brandt, who died in 1932. She took an active interest in the theatre holdings of her sons. In 1948, the Gusti Brandt Foundation was established by the sons in her honor, for the performance of charitable and philanthropic works in the community.

Funeral services will be held today at 10:30 A.M. at the West Side Institutional Synagogue. Interment will be at Beth David Cemetary, Elmont, L.I.

Tax Collections

(*Continued from page* 1)

$26,032,781, compared with $26,622,501 in December, 1950, the Bureau reported. This was the second successive month that 1951 collections ran behind 1950 collections, after exceeding 1950 collections by more than $2,000,000 in October.

Drive-in Combine

(*Continued from page* 1)

tain comment from Connett were unsuccessful.

Distributors believe the aim of such a combine would be to obtain newer product and better runs for area drive-ins through concentrated buying.

TOA Restates 'Anti-Red' Stand

(*Continued from page* 1)

answer any call that sustains our nation against any subversive force within or without."

Earlier members had been acquainted with the resolution adopted some time ago by the Hollywood American Legion Post No. 43, and subsequently by the Southern California district and soon to be presented for statewide adoption, calling on Legionnaires to picket all pictures with which known Communists are identified.

Rhoden on Press

Elmer Rhoden, president of Fox Midwest Theatres, leading the discussion on public relations in the morning TOA session listed six factors as most responsible for the business drop-off, chargeable to an unfavorable press.

They were: news about Communism in Hollywood; reports concerning Hollywood scandals; reportorial emphasis on given multi-million dollar law suits between separate sections of the industry; wide reporting of distributor-theatre divorcements; industry's own resort to the public wailing-wall; and irresponsible columnists. In the last connection the speaker specifically exempted Hedda Hopper and Louella Parsons. Members were urged to take steps to offset the effect of these influences by providing constructive news and information in greater measure.

Morton Thalhimer, of Richmond, Va., summing up the effect of television on the box office, recommended that TOA adopt a resolution welcoming TV competition, but National Theatres president Charles Skouras, dissented.

Skouras Explains

Skouras pointed out that many exhibitors present are from areas not yet greatly affected by television, whereas Southern California showmen, whose area is served by seven TV channels, 12 to 16 hours daily, have had a foretaste of the inroads which will be experienced in other areas later. Al Hansen, president of the Southern California Theatre Owners of America, present as a guest speaker, said that Southern California theatres are suffering a $75,000 weekly loss, collectively, traceable directly to television.

The TOA executive committee, in an unfinished session, approved the budget and treasurer's report, and gave consideration to a proposal by executive director Gael Sullivan that TOA approve the program, sponsored by the Dean of Western Reserve University and Extension, for installing motion picture lecture courses in colleges throughout the country to encourage an interest in theatre attendance.

Distributor Practices

The directors, pressed for time, referred the subject of distributor practices to a committee composed of TOA executives to take up with distribution heads in New York.

Sullivan and others were guests on a half-hour television panel program tonight over *Los Angeles Times'* station KTTV, answering questions on industry matters.

Installing TV Screen

SAN FRANCISCO, Jan. 31.—The Telenews Theatre here is spending $5,000 in preparation for the installation of a TV screen.

Present *Fame* Poll Awards to Winners

Scrolls honoring the winners of the 1951 annual MOTION PICTURE DAILY-*Fame* radio and television poll are currently being distributed.

On the U. S. Steel hour, David Niven made the presentation of a scroll to Irving S. Olds, chairman of the board of U. S. Steel, for "The Theatre Guild on the Air," topping all others as the Best Dramatic Program.

Acknowledgments have also been made on the following programs:

Saturday night's "Your Show of Shows," NBC-TV, which won the distinction of being the Best Network Television Program.

On Sunday evening, Tallulah Bankhead made the announcement that NBC's "The Big Show" captured the Champion of Champions radio award.

Ed Sullivan's "Toast of the Town," which won second place as the Best Variety Program.

"Invitation to Learning," which tied for first place in the educational classification.

Other acknowledging winning programs include: Ralph Bellamy's "Man Against Crime," which won in the TV mystery classification; Jimmy Powers' "Cavalcade of Sports," which led all others in the sports field; Powers, in addition, accepted a scroll as the top TV sportscaster. Mel Allen acknowledged as top radio sportscaster.

Cite Peril to Films

(*Continued from page* 1)

itself in serious financial difficulties." Rep. Emanuel Celler, sponsor of the bill, declared that "if a 1948 provision of the Berne Copyright Convention is invoked, it might effect retaliation against U. S. authors, composers, publishers, motion picture companies and others."

Hearings Held

A House Judiciary sub-committee headed by Rep. Bryson (D., S. C.), is holding hearings on legislation to remove from the U. S. Copyright Law a requirement that foreign books in the English language must be reprinted and rebound in the U. S. to get full U. S. copyright protection. Though the bill is confined to books, and though the struggle over the legislation is mainly between book publishers and authors on the one hand and book manufacturers and their employes on the other, the bill is said to have a vital indirect effect on motion pictures, music and other works of art.

The U.S. is not a party to the so-called Berne International Copyright Convention, and U. S. films and other works now get their copyright protection abroad through a "back-door" method.

Picker Sees

(*Continued from page* 1)

New York, Picker has flown from here for visits in Chile, Peru, Panama, Venezuela and Cuba, in which countries he will inspect UA properties and survey business prospects.

The meeting here was the only one of its kind scheduled by Picker for the tour. He is due to return to New York by plane on Feb. 15.

NEWS in Brief . . .

Walter Wanger's "Joan of Arc," starring Ingrid Bergman and distributed by RKO Radio, will be shown at popular prices in 23 New York Metropolitan area theatres, starting Feb. 8.

•

Some 1,500 persons gathered at the Commodore Hotel here last night to honor Eddie Cantor on his 60th birthday for his efforts in behalf of philanthropic causes.

The event, was conducted under the auspices of the Greater New York Committee for State of Israel Bonds. Honor guests invited included Vice-President Alben W. Barkley, Mayor Impellitteri, Basil O'Connor, president of the National Foundation for Infantile Paralysis, and Walter White, executive secretary of the National Association for the Advancement of Colored People.

•

HOLLYWOOD, Jan. 31.—The Wage Earners Committee, recently sued for $1,000,000 by Stanley Kramer for libel in connection with a WEC circular branding him "notorious for production of Red-starred and Red-slanted films," has submitted a text retraction.

The retraction is proposed as ground for dismissing the suit. Kramer and counsel have found the text unsatisfactory, and WEC is preparing another.

•

BOSTON, Jan. 31.—Walt Disney and Mrs. Disney have been extended an invitation by the governors of Massachusetts, Vermont, New Hampshire, Rhode Island and Connecticut to attend a coronation ball in conjunction with the saturation booking of "Snow White and the Seven Dwarfs" in the New England area. The ball will be held at the Hotel Somerset here on Feb. 23 under the auspices of the Women's Club of Boston.

•

NEW ORLEANS, Jan. 31.—Some 125 friends and industry representatives gathered at Arnaud's Restaurant here in tribute to Gaston J. Dureau, new president of Paramount Gulf Theatres, Inc., and Norman L. Carter, outgoing president, at a testimonial dinner. C. J. Briant, toastmaster, presented Dureau with a radio-phonograph combination and Carter with a silver ice cube container and six silver goblets. Levere C. Montgomery was chairman of the dinner.

•

Walter Heyer, relief cashier at the Paris Theatre here, died Tuesday night after being the victim of a hold-up in the theatre which netted what assistant manager James Breu estimated to be about $500. Last month Breu himself was robbed of $2,668 in the theatre. Medical examiners said death was due to natural causes.

•

CHICAGO, Jan. 31. — The contest over the division of $900,000 damages awarded by the court in the Towne Theatre case will be heard here Feb. 15 by Master in Chancery William Saltiel. Attorney Thomas C. McConnell is contesting United Artists claim for a share of the damages. UA was a stockholder in the theatre during the period for which damages were awarded.

BOOM!

"ROOM FOR

DOING BUSI

. . . . . . Just like the Trad

"WARNER BROS. HAV
A SMILE TO THE FAC

CARY GRANT

and

BETSY DRAKE *in* "ROOM FOR ONE MORE

ONE MORE"

ESS GALORE!!

apers said . . . .

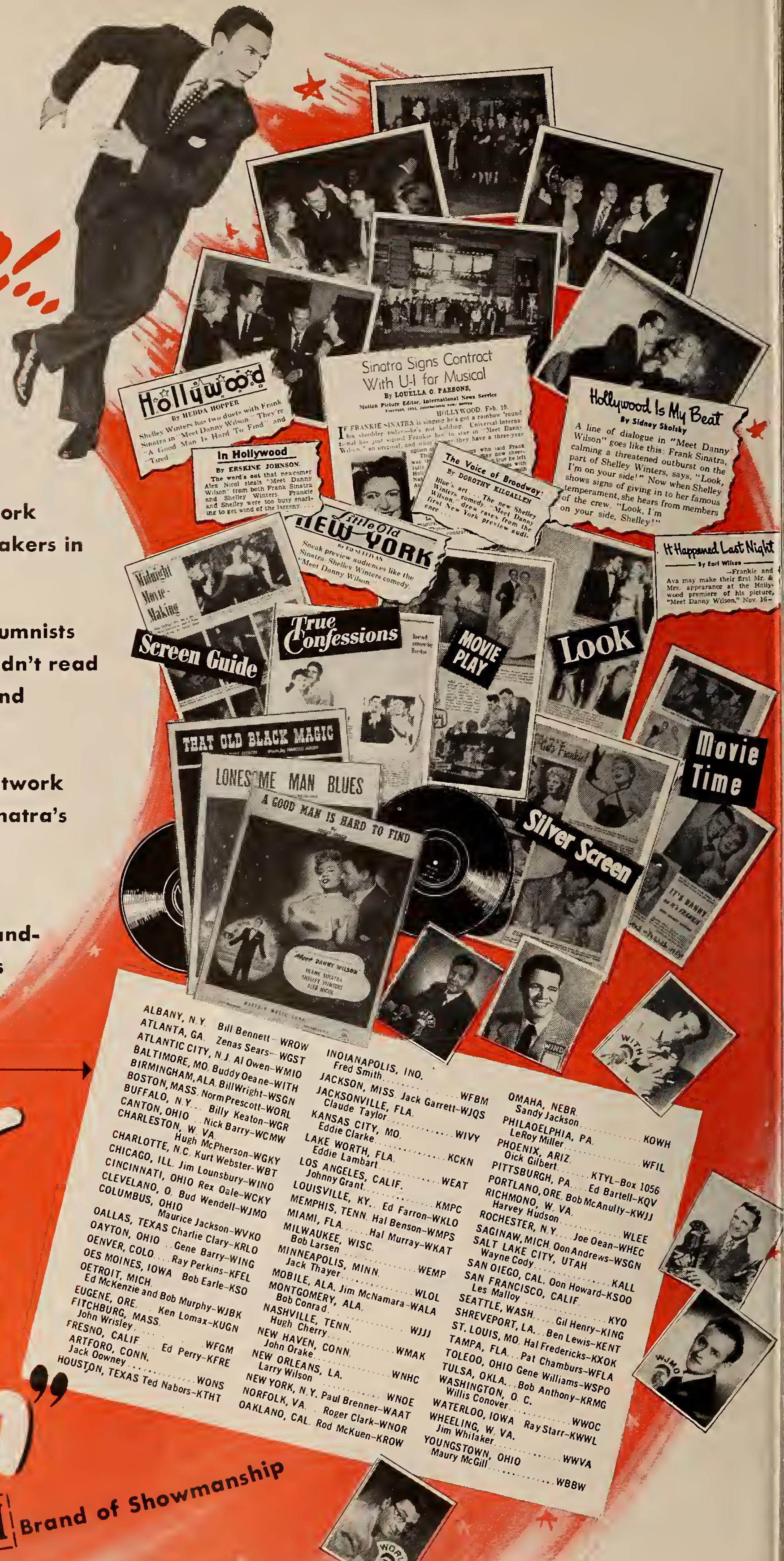
N ATTRACTION TO BRING
F ANY SHOWMAN!" M. P. HERALD

The openings at press-time! More daily--watch!

BUFFALO! SAVANNAH! ROCHESTER!
SYRACUSE! ERIE! ATLANTA!
SALT LAKE CITY!
OKLAHOMA CITY!
ELMIRA!

th Lurene Tuttle • Randy Stuart • John Ridgely • Irving Bacon • Mary Lou Treen
d *The Children,* Iris Mann • George Winslow • Clifford Tatum, Jr. • Gay Gordon • Malcolm Cassell • Larry Olsen

Screen Play by ack Rose and Melville Shavelson • Music by Max Steiner • Produced by Henry Blanke • Directed by Norman Taurog



Hollywood
By HEDDA HOPPER
Shelley Winters has two duets with Frank Sinatra in "Meet Danny Wilson." They're "A Good Man Is Hard To Find" and "Tired"

Sinatra Signs Contract With U-I for Musical
By LOUELLA O. PARSONS,
Motion Picture Editor, International News Service
HOLLYWOOD, Feb. 19.
IF FRANKIE SINATRA is singing he's got a rainbow 'round his shoulder today—he's not kidding. Universal-International has just signed Frankie boy to star in "Meet Danny Wilson," an original, and what … they have a three-year option …

In Hollywood
By ERSKINE JOHNSON
The word's out that newcomer Alex Nicol steals "Meet Danny Wilson" from both Frank Sinatra and Shelley Winters. Frankie and Shelley were too busy snarling to get wind of the larceny. …

The Voice of Broadway
By DOROTHY KILGALLEN
Blue's act … The new Shelley Winters comedy, "Meet Danny Wilson," drew raves from the first New York preview audience …

Little Old NEW YORK
By ED SULLIVAN
Sneak preview audiences like the Sinatra-Shelley Winters comedy, "Meet Danny Wilson."

Hollywood Is My Beat
By Sidney Skolsky
A line of dialogue in "Meet Danny Wilson" goes like this: Frank Sinatra, calming a threatened outburst on the part of Shelley Winters, says, "Look, I'm on your side!" Now when Shelley shows signs of giving in to her famous temperament, she hears from members of the crew, "Look, I'm on your side, Shelley!"

It Happened Last Night
By Earl Wilson
—Frankie and Ava may make their first Mr. & Mrs. appearance at the Hollywood premiere of his picture, "Meet Danny Wilson," Nov. 16—

and away we go!... in a burst of promotional activity aimed at *your* boxoffice!

It started with gala previews in New York and Los Angeles for the top opinion makers in radio, newspaper, TV and music...

It was boosted along by the gossip columnists and fan magazines who's readers couldn't read enough about unpredictable Frankie and bombshell Shelley...

It got into high gear with dozens of network radio and TV plugs spearheaded by Sinatra's own drum-beating via his weekly CBS coast-to-coast TV show.

Now it's really zooming with 70 outstanding disc jockeys in 70 important cities devoting large portions of their programs every day to a nationwide "Danny Wilson" contest →

ALBANY, N.Y. Bill Bennett—WROW
ATLANTA, GA. Zenas Sears—WGST
ATLANTIC CITY, N.J. Al Owen—WMIO
BALTIMORE, MD. Buddy Deane—WITH
BIRMINGHAM, ALA. Bill Wright—WSGN
BOSTON, MASS. Norm Prescott—WORL
BUFFALO, N.Y. Billy Keaton—WGR
CANTON, OHIO Nick Barry—WCMW
CHARLESTON, W. VA. Hugh McPherson—WGKY
CHARLOTTE, N.C. Kurt Webster—WBT
CHICAGO, ILL. Jim Lounsbury—WIND
CINCINNATI, OHIO Rex Dale—WCKY
CLEVELAND, O. Bud Wendell—WJMO
COLUMBUS, OHIO Maurice Jackson—WVKO
DALLAS, TEXAS Charlie Clary—KRLD
DAYTON, OHIO Gene Barry—WING
DENVER, COLO. Ray Perkins—KFEL
DES MOINES, IOWA Bob Earle—KSO
DETROIT, MICH. Ed McKenzie and Bob Murphy—WJBK
EUGENE, ORE. Ken Lomax—KUGN
FITCHBURG, MASS. John Wrisley .... WFGM
FRESNO, CALIF. Ed Perry—KFRE
ARTFORD, CONN. Jack Downey .... WONS
HOUSTON, TEXAS Ted Nabors—KTHT
INDIANAPOLIS, IND. Fred Smith .... WFBM
JACKSON, MISS. Jack Garrett—WJQS
JACKSONVILLE, FLA. Claude Taylor .... WIVY
KANSAS CITY, MO. Eddie Clarke .... KCKN
LAKE WORTH, FLA. Eddie Lambart .... WEAT
LOS ANGELES, CALIF. Johnny Grant .... KMPC
LOUISVILLE, KY. Ed Farron—WKLO
MEMPHIS, TENN. Hal Benson—WMPS
MIAMI, FLA. Hal Murray—WKAT
MILWAUKEE, WISC. Bob Larsen .... WEMP
MINNEAPOLIS, MINN. Jack Thayer .... WLOL
MOBILE, ALA. Jim McNamara—WALA
MONTGOMERY, ALA. Bob Conrad .... WJJJ
NASHVILLE, TENN. Hugh Cherry .... WMAK
NEW HAVEN, CONN. John Drake .... WNHC
NEW ORLEANS, LA. Larry Wilson .... WNOE
NEW YORK, N.Y. Paul Brenner—WAAT
NORFOLK, VA. Roger Clark—WNOR
OAKLAND, CAL. Rod McKuen—KROW
OMAHA, NEBR. Sandy Jackson .... KOWH
PHILADELPHIA, PA. LeRoy Miller .... WFIL
PHOENIX, ARIZ. Dick Gilbert .... KTYL—Box 1056
PITTSBURGH, PA. Ed Bartell—KQV
PORTLAND, ORE. Bob McAnully—KWJJ
RICHMOND, W. VA. Harvey Hudson .... WLEE
ROCHESTER, N.Y. Joe Dean—WHEC
SAGINAW, MICH. Don Andrews—WSGN
SALT LAKE CITY, UTAH Wayne Cody .... KALL
SAN DIEGO, CAL. Don Howard—KSDO
SAN FRANCISCO, CALIF. Les Malloy .... KYO
SEATTLE, WASH. Gil Henry—KING
SHREVEPORT, LA. Ben Lewis—KENT
ST. LOUIS, MO. Hal Fredericks—KXOK
TAMPA, FLA. Pat Chamburs—WFLA
TOLEDO, OHIO Gene Williams—WSPD
TULSA, OKLA. Bob Anthony—KRMG
WASHINGTON, D. C. Willis Conover .... WWDC
WATERLOO, IOWA Ray Starr—KWWL
WHEELING, W. VA. Jim Whitaker .... WWVA
YOUNGSTOWN, OHIO Maury McGill .... WBBW

"Meet Danny Wilson"

Backed by that **U-I** Brand of Showmanship

UNIVERSAL-INTERNATIONAL presents
FRANK SINATRA · SHELLEY WINTERS · ALEX NICOL *"Meet* **DANNY WILSON"**
with **RAYMOND BURR** • Story and Screenplay by DON McGUIRE • Directed by JOSEPH PEVNEY • Produced by LEONARD GOLDSTEIN

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 24 NEW YORK, U.S.A., MONDAY, FEBRUARY 4, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE basic difference between the just concluded *Saturday Evening Post* series on the subject of films vs. television and the article published in *Life* magazine last August is emphasized in the titles given the two articles.

Life called its piece "Now It's Trouble That's Super-Colossal in Hollywood" and proceeded to set forth what was tantamount to a formal obituary for the nation's motion picture theatres. It revealed clearly that what *Life* meant by "trouble" was its opinion that television was about to supplant motion picture exhibtion. Fortunately, that viewpoint is as unsubstantiated today as it was then.

The *Saturday Evening Post* dubbed its series: "The Big Brawl: Hollywood vs. Television." There is implicit in the title not only that "Hollywood" is vigorous and burly enough to engage in a "brawl" but also that the encounter has not been decided, and its outcome is not to be glibly forecast, as *Life* ventured to do.

Whether or not you agree with the *Post's* presentation, it must be conceded it recognized there are two sides to the matter, which the *Life* article did not. The *Post's* series will not repair the damage done by the *Life* article but it will serve to make thoughtful readers aware that television has some super-colossal troubles of its own that are far from being solved, and were never mentioned by *Life*.

• •

TRADITIONALLY observed during the Washington's Birthday week, Feb. 17-24, industry members once more are called upon to participate in Brotherhood Week by contributing to the maintenance of its sponsor, the National Conference of Christians and Jews; by enlisting more people in year-round activities to build brotherhood; by rededicating ourselves to the ideals of respect for people and human rights, and by demonstrating practical things people can do to promote these ideals.

Under the chairmanship of George Skouras, this year's industry campaign for Brotherhood Week has set expanded, but reasonable, goals. They will be easy of attainment if the brotherhood which all men of good will profess is translated into practice and action. Do your part.

Blumenstock Will Operate from W.B.'s Coast Studios

In a move designed to speed up promotional service to distribution and exhibition, Warner Brothers at the weekend announced that Mort Blumenstock, vice-president in charge of advertising and publicity, will transfer his headquarters to the company's studios in Burbank. Blumenstock returned to New York over the weekend following a series of meetings with Harry and Jack Warner and Ben Kalmenson, vice-president in charge of distribution.

Mort Blumenstock

Blumenstock expects to occupy his new studio office by Feb. 15.

"The move reflects the current distribution and exhibition requirements

(*Continued on page 7*)

Bill Park Series For Sol Lesser

Bill Park, Pacific Coast news editor for NBC and former managing editor of Paramount News, has been signed by Sol Lesser to produce, write and edit a series of factual adventure pictures which form part of Lesser's 1952-53 program.

Park assumes his new position today, with the expiration of his NBC contract, and his first assignment will be to handle "The Lost Emeralds of Illa Tics." Color in Technical exploration documentary being photographed in the Peruvian jungles by Kenneth Krippens and Herman Schopp.

Among his other duties Park will serve as adviser to Lesser in connection with the latter's TV releases.

'Vadis' Bookings in Cities of 25,000 Up

A sufficient number of first-run bookings of "Quo Vadis" in larger cities having been set, M-G-M announces that it is now prepared to accept offers from first-runs in cities of 25,000 to 100,000 population.

Qualified theatres in such cities are invited to notify M-G-M exchanges within the next seven days of their interest in booking the picture. Offers will be received by the exchanges thereafter.

Delegates Arriving For Allied Meeting

Washington, Feb. 3.—Abram F. Myers, chairman and general counsel of Allied States, was confined to his home here by illness at the weekend, as delegates to Allied's annual board meeting began arriving in the city.

However, it is expected that Myers will have recovered from his indisposition in time for the opening board sessions on Tuesday. Tomorrow, the Allied Caravan committee and the arbitration and national film committees will hold separate sessions.

FCC Paramount Hearings Resume

WASHINGTON, Feb. 3.—The Federal Communications Commission's "catch-all" Paramount hearings will reopen tomorrow before hearing examiner Leo Resnick, with Paramount Pictures' president Barney Balaban as the likely lead-off witness.

The hearing has already covered testimony on the FCC's charge that Paramount controls Allen B. DuMont Laboratories, Inc. The hearings that reopen tomorrow will go into other issues—the proposed merger between United Paramount Theatres and American Broadcasting Co. and the question of whether either Paramount or any subsidiary should be given television licenses in view of their anti-trust history.

Lawyers expect the hearings to go on for many more weeks, possibly

(*Continued on page 7*)

Fair Copper-Drip Price Put at 16¢

WASHINGTON, Feb. 3.—About 15 to 16 cents a pound is a fair price for copper drippings, National Production Authority film chief Nathan D. Golden reports.

Golden said reports from San Francisco, Charlotte and Minneapolis, which all had conducted highly successful collections, showed a wide variation in price received for the drippings—anywhere from 10 cents to 17¾ cents. He said NPA's salvage division thought the 15 to 16 cents price a fair one for copper drippings, but admitted that the price would actually vary with the quantity offered for sale and whether the dealer had to pick up the drippings or had them delivered to him. "It is suggested

(*Continued on page 7*)

Competition Is Made an FCC Hearing Issue

Testimony Is Now Set to Get Underway on Mar. 10

WASHINGTON, Feb. 3.—The Federal Communications Commission has enlarged the issues in the coming theatre television hearings to put increased emphasis on the question of maintaining competition within the proposed new service, and on the qualifications of film producers and exhibitors to furnish such a service.

At the same time, the Commission moved back from Feb. 25 to March 10 the opening date for the hearings, and allowed eight more organizations to become parties to the hearings.

Theatre television proponents promptly discounted the enlargement of the issues, declaring that "the

(*Continued on page 7*)

Pathe Allows Delay In RKO-Loew's Suit

Pathe Industries, plaintiff in a $15,000,000 triple-damage anti-trust action against the Loew's and RKO circuits, has granted the defendants a one-month extension for submitting final records for review prior to the setting of a trial date in U. S. District Court here.

The deadline previously was Feb. 1 for the submission of the data to the plaintiff. The extension means that Pathe will have to delay moving for trial for at least a month, and perhaps longer. William C. MacMillen, Jr., Pathe president, has said that his

(*Continued on page 7*)

Drive-in Combine Started in South

NEW ORLEANS, Feb. 3.—Confirmation that a new film buying combine for Louisiana and Mississippi drive-ins is in process of formation came at the weekend when it was learned that at least six theatres as of now have notified film exchanges here that the new combine will handle their prospective buying and booking.

The theatres are the Joy, Sunset, Lone Star and King in Shreveport, the Don, Bossier City, and the Barksdale. According to reports, Max Connett of Newton, Miss., chairman of the Tri-States MPTO, heads the new combine.

Klieman Plan In New Phase

PHILADELPHIA, Feb. 3.—To further stimulate his plan to eliminate double bills and replace them with "a well-balanced unit show developed to provide two and one-half hours of variety and wide appeal material," Paul Klieman, general manager of W. and R. Theatre Enterprises, operating a circuit here, will, on Feb. 9, send brochures explaining the program to 1,200 key exhibitors throughout the country, and to "every important producer, distributor and home office executive."

A cover letter accompanying the brochure will explain that originally, on Oct. 19, 1951, Klieman publicly launched his campaign to develop the program when he sent copies of it to executives of all producing and distributing companies, in addition to the trade press.

The letter to be sent on Feb. 9 will suggest to the 1,200 key exhibitors that, "the least you can do if you value our industry, is to let the producers, distributors and your fellow exhibitors know your reaction. I hope you agree with it so that encouragement can be given to Hollywood to take the plan off paper and put it into motion."

In his cover letter to producers and distributors, Klieman will advise them that he will have sent the brochure to key exhibitors and will urge them to make a special effort to secure "reaction from exhibitors through your local offices or whatever channels are at your disposal."

Klieman's plan provides for a "unit show" with four requirements:

"(1) A Grade A feature with at least two or more established stars who possess good marquee strength. Running time between 75 and 90 minutes.

"(2) A featurette of opposite appeal to the feature, with at least one marquee star and one or more new or unknown stars who have the ability and possibility of top stardom. Running time to average 30 to 40 minutes. Featurette to have appeal for women if main feature has male appeal. The opposite in all categories to hold true for featurettes.

"(3) A 15 to 20 minute public relations subject dealing with the following: Racial and religious of positive nature, short stories, Biblical stories, human interest experiences which are unlimited and published monthly in dozens of magazines or any subject which may have personal interest to at least 10 per cent or more of the population.

"(4) A color cartoon of excellent comedy material suitable for both adult and juvenile appeal."

Klieman envisaged a widened scope of patronage from the use of such a plan. He said it would bring back to theatres patrons who, because their available entertainment time is limited, have been discouraged from attending theatres by the use of double bills.

Livingston to Aid Linet on New Drive

Milton Livingston, publicist and trade press contact for Universal Pictures in New York, has been named assistant publicity chairman of the amusement industry's participation in the 1952 fund raising campaign of the National Conference of Christians and Jews, Henry A. Linet, chairman of the publicity committee, announced.

Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., will be in Boston today from here to receive a citation from the B'nai B'rith.

•

E. K. O'Shea, vice-president of Paramount Film Distributing Corp.; Jerry Pickman, vice-president and director of advertising-publicity; Oscar Morgan, sales manager of short subjects; Monroe R. Goodman, executive assistant to A. W. Schwalberg; Robert J. Rubin, assistant to Barney Balaban; and Fred Leroy, head of the statistical department, will all return to New York today from Chicago.

•

Wilbur Snaper, president of Allied of New Jersey, will leave here today for Washington to attend the national Allied board meeting.

•

Walter Branson, Western division sales manager for RKO Radio, and his assistant, Harry Gittleson, will be in Chicago today.

•

Joe Smart, Loew's Theatres city manager in Baltimore, has left for New England on a leave of absence of several months.

•

Charles Boasberg, RKO Radio's North-South division sales manager, will leave here for Miami today.

•

Terry Turner, RKO Radio director of exploitation, left here for Boston over the weekend.

•

William Zimmerman of RKO Radio's sales department, will leave here by plane for the Coast today.

S. H. FABIAN, head of Fabian Theatres and chairman of the Theatre Owners of America executive committee, will arrive in New York today from Hollywood.

•

Edward Morey, Monogram-Allied Artists vice-president, has returned here from Hollywood. Norton V. Ritchey, Monogram International president, will return here on Friday.

•

William B. Zoellner, M-G-M short subject and newsreel sales manager, will arrive in Chicago today from Indianapolis, en route to Detroit and New York.

•

Maurice N. Wolf, field assistant to H. M. Richey, exhibitor relations head, will address the Federated Junior Atlanta Woman's Club in Atlanta, Feb. 11.

•

Gael Sullivan, Theatre Owners of America executive director, is due back here from Hollywood and St. Louis on Wednesday.

•

Mrs. Ben Goetz, wife of the managing director of M-G-M's British studio, has returned to London from New York.

•

Joseph A. Walsh, head of branch operations for Paramount, will be in Dallas today from Chicago.

•

David E. Rose, producer, will arrive here tomorrow on the *S. S. Queen Mary* from England.

•

James B. McClellan has been elected president of Local No. 439, IATSE, New London, Conn.

'Retreat' Premiere in San Antonio Feb. 15.

A 150-theatre saturation opening in the Southwest for United States Pictures' film "Retreat, Hell!", a Warner release, will follow the world premiere of the picture at the Majestic Theatre in San Antonio on Thursday, Feb. 14. Statewide festivities, in which Texas Governor Allan Shivers will participate, will honor Major Gen. O. P. Smith of the First Marine Division in Korea who said, "Retreat, Hell, we're only attacking in another direction."

The film, starring Frank Lovejoy, Richard Carlson, Rusty Tamblyn and Anita Louise, was produced by Milton Sperling and directed by Joseph Lewis.

M. P. Herald Devotes Section to 'Zapata'

The current issue of *Motion Picture Herald* includes a second section entirely devoted to an illustrated novelization from *Argosy* magazine of the John Steinbeck story on which the 20th Century-Fox production, "Viva Zapata," is based.

An innovation of its kind, the section permits exhibitors to get a detailed presentation of the primary elements of the production, enabling them to begin planning merchandising campaigns for the picture immediately.

Demonstration Is on SPG Agenda Tonight

The strategy committee of the Screen Publicists Guild (DPOWA, District No. 65) will meet here this evening to discuss the possibility of holding a "demonstration" in public against one or more of the major companies with which it has been unable to reach an agreement on contract terms. The guild a few weeks ago had set a Feb. 1 deadline for taking action on a demonstration if progress in negotiations were not made by that date.

The union is negotiating with Columbia, Warner, 20th Century-Fox, Universal and United Artists.

Rogers Hospital Fund Progresses

The Will Rogers Memorial Hospital reports that the "Christmas Salute" total had reached $75,361. Contributions from the "Christmas Salute" scrolls are still coming into the fund office and will continue throughout the next few months, it was said.

The "Salute" was directed by Charles J. Feldman of Universal-International, as distribution chairman, and S. J. Switow of Louisville, as exhibitor chairman. The drive was supported by Variety Clubs-International, the IATSE and TESMA.

Newsreel Parade

TRUMAN viewing flood areas, and fighting abroad are current newsreel highlights. Other items include March of Dimes fashions, people in the news, and sports. Complete contents follow:

MOVIETONE NEWS, No. 11—Truman flies over flood area. Riots in Egypt. Lewis vs. Taft. Style show for March of Dimes. Something new on water skiis.

NEWS OF THE DAY, No. 245—Tragic events in Egypt. Korean war continues. Taft and Lewis clash. Fashions for March of Dimes. Aquaplaning acrobatics.

PARAMOUNT NEWS, No. 48—Ohio River on rampage. People in the news: Admiral McCormick, Marion Marshall, two heroic sergeants. Taft-Lewis debate. Egypt battles. Sports.

TELENEWS DIGEST, No. 5B—Arab unrest in Tunisia. India elections. Ohio River floods. Cincinnati fire. Dean Rusk arrives in Japan. Bomb plot in Saigon. Swiss ski game. Winter sports.

UNIVERSAL NEWS, No. 531—Egypt riots. News in brief: floods, March of Dimes fashions, Viarregio Carnival. Premiere of "Bend of the River." Water whirls.

WARNER PATHE NEWS, No. 50—Battle in Egypt. War in Indo-China, Korea. Truman sees flood. Paratroopers jump. Admiral McCormick named to NATO post. March of Dimes fashions. Skiing.

Josephs Named to Columbia Cabinet

The promotion of George Josephs to a home office executive post was announced here at the weekend by Abe Montague, Columbia sales vice-president.

George Josephs

In his new capacity, Josephs joins Louis Astor, Louis Weinberg, Irving Wormser and Maurice Grad, short subjects sales supervisor, in the Columbia home office sales cabinet, under the supervision of Rube Jackter, assistant sales manager.

A veteran of 24 years with the company, Josephs has served in several home office departments, and for the past five years was assistant to Montague. No successor will be appointed to fill the latter post for the present.

Dallas Industry Pays Tribute to Rowley

DALLAS, Feb. 3.—John H. Rowley, executive vice-president of Rowley United Theatres, Inc., was honored at a testimonial banquet Friday evening on the conclusion of two years of service as chief barker of Variety Club Tent No. 17.

Speakers included R. J. O'Donnell of Interstate circuit; William McCraw of Variety International; and Price Daniel, Texas attorney general. The affair was held in the Hotel Adolphus.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

JOSEFA: "MAN IS FIRE!"
ZAPATA: "WOMAN IS FUEL!"

Unforgettable Moments with Marlon Brando in "Viva Zapata!"...

JOHN STEINBECK'S **VIVA ZAPATA!** Starring **MARLON BRAND**

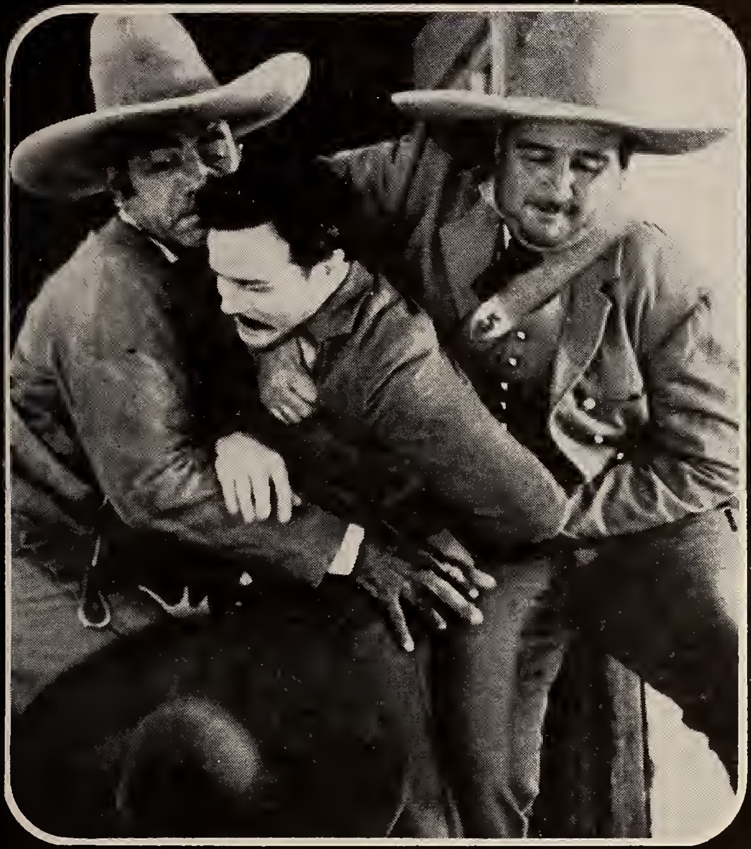
"I FOUGHT, TOO...I DEMAND YOU GIVE ME THE REWARDS!"
Zapata knows his brother's greed leads to trouble.

"LOVE CANNOT BE BOUGHT . . . EXCEPT WITH LOVE!"
Josefa reaches into the heart of Zapata, the Tiger.

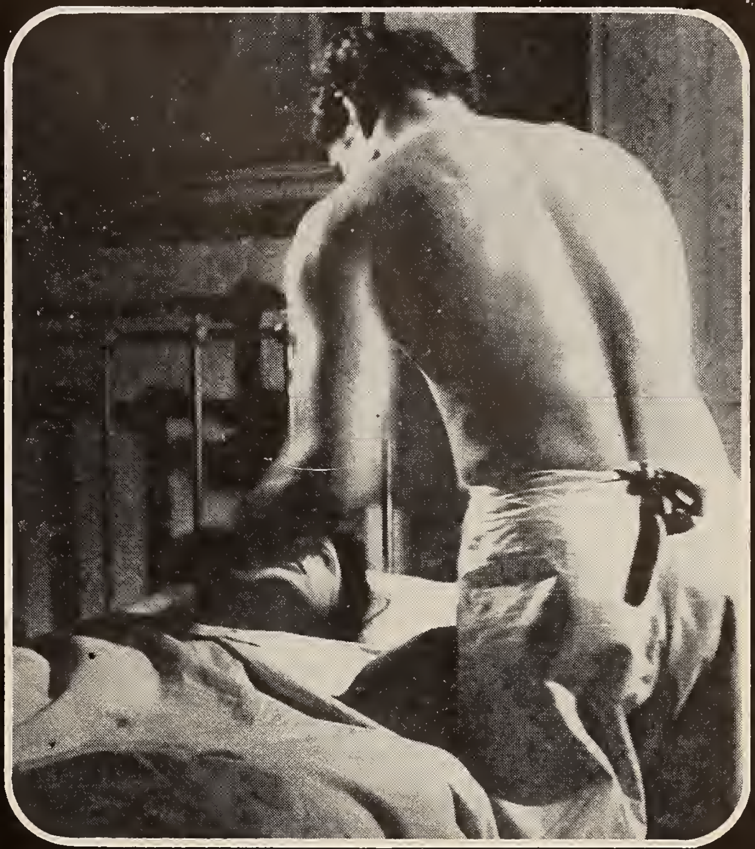
"LEAD US TO YOUR LEADER ZAPATA...WE WILL KILL HIM!"
Diaz' troops learn that the women can fight, too!

"FOR BETTER OR WORSE...WHETHER IN PEACE OR WAR!"
A vow taken in the shadow of onrushing events.

with ANTHONY QUINN · JOSEPH WISEMAN · ARNOLD MOSS · MARGO · ALAN REED · HAROLD GORDON · LOU GILBERT and **JEAN PETERS** Produced by **DARRYL F. ZANUCK** Directed by **ELIA KAZAN**



"HERE IS YOUR RAGING TIGER . . . WE WILL CAGE HIM!"
Now the people know the time has come to fight!



"BEFORE THE EARTH BEGINS TO SHAKE AGAIN!"
Zapata finds his way to Josefa through enemy lines.

"SOON, MY BELOVED, I WILL LOSE YOU TO THE FIGHTING!"
The clouds of battle hang over Josefa's happiness.

"YOUR BROTHER TOOK THEIR LAND...AND THEIR WIVES!"
An angry Zapata learns of his brother's betrayal.

HERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

New Gevacolor Process Shown

LONDON, Feb. 3.—Gevaert screened here recently before an audience of technicians and cameramen specimens of Continental films made in the new Gevacolor process.

It was stated at the demonstration that 17 features were made in Gevacolor last year in various parts of Europe and that over 40 are scheduled to be made this year. The system, it is claimed, is a single negative process, not requiring a special camera. Currently, dupe negatives cannot be made here. An original negative has to be cut and all prints taken from it. It is possible, the promoters claim, to print from any monopack negative on to Gevacolor positive.

Set Georgia MPTO Meet for Mid-April

ATLANTA, Feb. 3.—The fifth annual convention of the Motion Picture Theatre Owners and Operators of Georgia will be held at the Atlanta Biltmore Hotel April 13-15.

The committees follow:

General program, E. D. Martin, O. C. Lam, C. P. Patrick, Jimmie Harrison, Ray Edmondson. Arrangements, J. H. Thompson, Ray Martin, Jr., John Carter. Program ads, Lam, A. B. Padgett, Thompson. Ladies activities: Mrs. John Carter, Mrs. Bill Wooten, Mrs. W. M. Snelson. Registration, W. M. Snelson, L. M. Stockton. Entertainment, Stockton. Hotel reservations, John Thompson, John Hackney. Nominations, Snelson. Resolutions, J. S. Tankersley. Distributors, Paul Wilson, Charles Kessnich. Publicity, Emery Austin, Leonard Allen.

Buchman House Vote

WASHINGTON, Feb. 3.—The House has tentatively set for Tuesday a vote on the recommendation of the House Un-American Activities Committee to cite producer Sidney Buchman for contempt of Congress. Buchman was recommended for the citation when he failed to appear to testify in answer to a Committee subpoena.

Mooney Reopens Branch

CLEVELAND, Feb. 3. — Milton A. Mooney, president of Co-operation Theatres of Ohio will re-open in mid-February his Buffalo branch which he closed in the fall.

Reviews

"Cloudburst"

(Exclusive Films—United Artists)

A MURKY little importation from England is offered in "Cloudburst," with American player Robert Preston heading the cast. The box-office outlook seems to be on the moderate side, which is on a par with its entertainment substance.

Despite its singleness of theme, which is revenge, "Cloudburst" seems to ramble and digress a good deal more than it actually does, principally because scriptwriters Francis Searle and Leo Marks take so much time in setting their scene. Robert Preston is an ex-wartime commando chief, currently head of the code section of the British Foreign Office. His wife, Elizabeth Sellers, who worked with him in the underground, had been permanently crippled by the Nazis in saving Preston's life. Establishing the depth of the love between the two, the story goes on in improbable fashion to show how Preston takes revenge on two criminals who run over and kill his wife while escaping from a holdup. His hate is like a "cloudburst," engulfing him as well as his adversaries.

Some suspense is created as Scotland Yard sets about to track down Preston, knowing as they do that their man is a code expert and well-versed in commando tactics. As presented here, however, the Yard's success is based on a combination of mysic intuition and fantastic good luck.

Preston does an adequate job as the revenge-seeker, but his motives are more talked about than felt. Elizabeth Sellers is pretty as his wife and Colin Tapley is dryly humorous as the "Yard-man." Alexander Paal produced and Francis Searle directed, from a screenplay based on a play by Leo Marks.

Running time, 83 minutes. General audience classification. Release date, Jan. 31.

"Buffalo Bill in Tomahawk Territory"

(Schwartz Productions—United Artists)

A STORY OF BUFFALO BILL is told in conventional fashion in "Buffalo Bill in Tomahawk Territory." In this instance the famous scout is portrayed by Clayton Moore, protecting the Indians from some evil white settlers who would like to get their hands on gold beneath the Indian lands. Director B. B. Ray has sprinkled his production with innumerable "action" clips from films which may well date back to "The Covered Wagon."

Buffalo Bill and his side-kick, Slim Andrews, become involved in the goings on when they attempt to deliver a herd of cattle to the Sioux under a government contract. They are prevented from accomplishing their mission by the outlaws, disguised as Indians, who hope to bring on a war of extermination against the Indians. Bill and Slim outwit the crooks with the aid of White Cloud, the Sioux chief, and the local troop garrison. Intervening are several protracted gun battles with the Indian-disguised outlaws, as well as two stampedes, one of cattle and another of buffalo.

Some suspense is built towards the end when Bill must deliver some cattle to the Indians by an appointed hour to stop them from going on the warpath. Otherwise, the film is pretty slow. Moore and Andrews head an adequate cast. Story and screenplay are by Sam Neuman and Nat Tanchuck. Edward Finney and B. B. Ray produced.

Running time, 66 minutes. General audience classification. Release date, Feb. 8.

Legion Report Puts Five in Class B

The latest Legion of Decency report places five films in Class B. They are: "Cage of Gold," British, Ellis Films; "A Girl in Every Port," RKO; "The Greatest Show on Earth," Paramount; "Room for One More," Warners; "The Woman in Question," Columbia, and "Rashomon," RKO.

Conclude Hearings On Copyright Bill

WASHINGTON, Feb. 3. — A House Judiciary sub-committee on Friday concluded hearings on a bill to remove a section of the Copyright Code which government and industry officials warned might lead foreign countries to retaliate against U. S. films, books, music and other copyright works.

Among the organizations supporting the measure on Friday was the American Society of Composers, Authors and Publishers. The sub-committee gave parties who did not appear at the hearings 10 days to file statements for the record. Following that, it will go into executive session to vote on the bill.

Stays Sacher Disbarment

NEW HAVEN, Feb. 3. — Harold Sacher, former counsel to IATSE New York Projectionists Local No. 306, who was ordered disbarred from Federal Court practice as an aftermath of the 1949 trial of 11 Communist leaders in New York, has won a stay of the disbarment. Federal Judge Carroll C. Hincks ruled here that the disbarment be held in abeyance pending a decision on an appeal from the disbarment order. Sacher was a defense attorney in the Communists' trial.

Screaming
with the
terror of
blood-crazed
redskin fury!
FORT OSAGE
SOON...from MONOGRAM!

NEWS in Brief . . .

CHICAGO, Feb. 3.—Columbia's "The Harlem Globe Trotters" was screened for sportswriters in the Balaban & Katz screening room in the Chicago Theatre Building. All four dailies carried feature articles in their sports sections about the picture which opens Feb. 6 at the B. and K. Roosevelt.

●

BOSTON, Feb. 3.—Stanley Young, film salesman for the 20th Century-Fox, Boston branch, was injured when the car he was driving collided with a 10-ton truck on Soldiers Field Road in Allston, Mass. His condition is reported fair. He was treated at St. Elizabeth's Hospital and allowed to go home under the care of a physician.

●

CLEVELAND, Feb. 3. — Transference of Frank Harpster, Warner Theatres district manager in Mansfield, O., to Pittsburgh, and other Warner personnel changes here have been announced.

Dave Yellen, assistant to booking manager Joe Weinstein, resigned to join a local department store as auditor, and George Frazer, has resigned as manager of Warner's Leroy Theatre, Portsmouth, to open a dance studio in St. Louis in association with his wife.

●

An advertising and promotion campaign designed to achieve one of the most intensive play-offs of a picture, has been devised for Stanley Kramer's "Cyrano de Bergerac," it was announced here by Max E. Youngstein, United Artists vice-president and director of advertising-publicity.

Keyed to situations in cities of 20,000 population and over, the play-offs will be geared to a community-wide program involving a 600-line ad "co-op" with the participating exhibitor, a direct approach to parent groups and letters to key educators and church groups.

●

CHICAGO, Feb. 3.—The South Side price war which has been dormant for several months is threatening to break out again here with Warner's Stratford Theatre reducing its prices to 29 cents, matinees, and 42 cents evenings (both plus tax), and children nine cents at all times. These prices are the same as those of the B. and K. Southtown and could cause another wave of price cutting in the 63rd and Halsted area where there are several large theatres.

●

LOS ANGELES, Feb. 3.—The Southern California Motion Picture Council, representing 52 women's groups in the U. S., has chosen Cecil B. De Mille's "The Greatest Show on Earth," Paramount, for a special merit award for "production, entertainment, social and ethical values." The award is given only to films of "outstanding merit," according to Council president, Mrs. William A. Burk.

●

Acquisition of four Warner Brothers in New Jersey by Maurice Stahl's SMP Theatre Corp., will take place late this month under a new purchase deal. The houses are Savoy, Newark; Castle, Irvington; the U. S. in Hoboken and the Playhouse in Dover.

SMP at present owns the Rivoli, Rutherford; Regent and Lincoln at Kearney, and the Rex in East Rutherford.

WhiteSees25% Of TV on Film

Eighty-five per cent of future television will be on film, Walter White, Jr., president of Commodore Productions and Artists, Inc., predicted here at the weekend. "You've got to give the TV audience better entertainment and the only way you can do it is on film where you can go back and correct flaws," he said. Also on film you can preserve the entertainment and show it again, he said. White is here for a visit from Hollywood.

White, formerly a director with major Hollywood studios, is now producing a series of 26 Clyde Beatty 30-minute films for TV at General Studios on the Coast. The series, he said, is being shot in color, with a view toward the future. While here he will negotiate a release for the series on a local station. He also is negotiating with a major company for a feature to be made in Africa with Beatty as well as a deal with Universal-International on a short subject starring Beatty.

White noted that "the scare in Hollywood over TV is now over" and the companies are on surer ground.

TV production in Hollywood is at an all time high, according to White, and space at independent studios is at a premium. White will return to Hollywood next week.

Seek Bill Hitting Schools Barring TV

ALBANY, Feb. 3. — State Senator Joseph Zaretski (D. Man.) has introduced a bill in the legislature to bar tax exemption for schools and colleges which forbid televising of their athletic contests in line with the National Collegiate Athletic Association ruling that forbids all sports TV except at selected events.

Gold Names NTFC Committee Heads

Mel Gold, president of the National Television Film Council, has named the following committee chairmen for 1952:

David Bader, programming; Arche A. Mayers, distribution; Gene Sharin, production; Robert Paskow, TV stations; William Van Praag, membership; John Battison, manual coordinator; and David Savage, executive coordinator of committees.

FCC Paramount

(*Continued from page* 1)

with further recesses every so often. It is expected that tomorrow Resnick will order testimony on the question of renewing the license of Paramount's Los Angeles television station, KTLA, and that Balaban will probably start off for the company sketching its past history and its television operations.

Wayne, Fellows on Own

HOLLYWOOD, Feb. 3.—John Wayne and Robert Fellows have formed an independent production company for which Wayne will make all Wayne films not previously committed. Standing Wayne commitments are for one picture annually for RKO, Republic, Warner, and one for John Ford.

Made an FCC Hearing Issue

(*Continued from page* 1)

Commission isn't asking for anything that we hadn't intended giving it anyhow."

One of the original issues in the proceedings was to determine whether, if frequencies are to be allocated for a theatre TV service, the service should be on a common carrier or non-common carrier basis. In an order made public Friday, the Commission added to this question the following issue: If the frequencies are made available on a non-common carrier basis, what would be the conditions under which the service would be made available, "including conditions designed to maintain competition within a theatre television service, and as between a theatre TV service and competitive services?" The Friday order also added to the issues the following new issue: "To ascertain the proposals of the parties with respect to the standards of licenses eligibility in any theatre television service, with special reference to such questions as to whether the public interest would be served by granting licenses for stations in such a service to persons also engaged directly or indirectly in the furnishing of network or other programming for broadcast reception, to persons engaged directly or indirectly in the production of motion pictures or other programs for a theatre TV service, or to persons engaged directly or indirectly in the exhibition of motion pictures or of the programs of such a theatre television service."

FCC officials admitted such questions would probably have come up anyhow, especially under cross-examination, but said witnesses and attorneys could then have begged off on the ground they weren't prepared. "Now there won't be any such excuse," they said.

Marcus Cohn, television attorney for the National Exhibitors Theatre Television Committee, said the Commission was "asking only the exact mechanics of how we intend to operate this new service." He added that "this is a perfectly legitimate question and we planned to cover it all along. Our whole concept has been to have the keenest inter-state and intrastate competition within the new service. The Commission is raising the question of who should be a licensee; we intended to tell it this anyhow."

As for the question of the eligibility of film producers and exhibitors to be licensees, Cohn pointed out that CBS, DuMont and other frequency holders now make films and provide programs as well, and that the precedents are all for the film industry, rather than against it.

Commission officials said the new issues were the main reason for the postponement in the start of the hearings, but that other reasons were the number of new parties admitted to the hearings and the fact that the FCC staff may still be tied up on TV freeze problems.

The parties newly admitted to the hearing in the Friday order were: Theatre Network Television, Inc.; the International Alliance of Theatrical Stage Employes, Fair Television Practices Committee, American Federation of Labor, Authors League of America, American Federation of Radio Artists, Radio and Television Directors Guild and United Service Artists Local Union No. 829, AFL.

The FCC said any other parties that wanted to take part in the hearings should notify the Commission before Feb. 15, and that any parties who wanted to file additional witness lists or testimony outlines could do it by that date.

Copper-Drip Price

(*Continued from page* 1)

several scrap dealers be contacted to be sure you are getting the best price available in your territory," Golden advises collection.

Phillips in Albany

ALBANY, N. Y., Feb. 3.—John D. Phillips, executive secretary of the Metropolitan Motion Picture Theatre Owners, visited Albany and the Capitol last week to discuss pending bills with Harry Lamont, temporary chairman of the Albany Theatre Owners of America, and Lewis A. Sumberg, executive director and counsel for the local TOA.

Correction

MOTION PICTURE DAILY reported on Friday that the number of Loew's theatres wholly unaffected by the divestiture provisions of the company's Federal consent decree is 44. The correct count is 47.

RKO-Loew's

(*Continued from page* 1)

company would be in a position to move immediately for trial if the Feb. 1 deadline were met, and he foresaw a trial date sometime in the spring.

Filed Over A Year Ago

The action, filed over a year ago, alleges that the two circuits had conspired to keep independently-produced pictures out of the New York Metropolitan market. Pathe's subsidiary, Eagle Lion Classics, also was a plaintiff at the outset, but was withdrawn from the action when its physical assets were sold to United Artists.

Blumenstock Will

(*Continued from page* 1)

which call for more concentration on early individual film promotions," the company stated.

The home office advertising and publicity department will continue to function under Blumenstock's direction. Alex Evelove will continue in his position as studio publicity director.

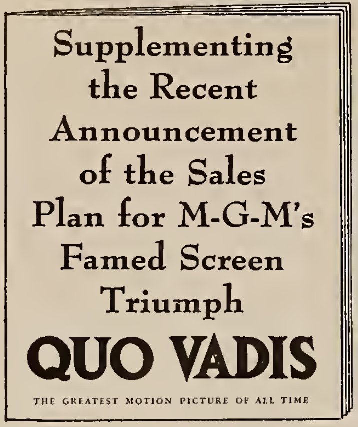
Markey Film for India

LONDON, Feb. 3.—Alexander Markey announced before leaving here for India last week that he plans to produce "The Jungle Prince" there in a new color process, Telecolor. He plans to spend six months in India on the production and will subsequently make a picture here for his Teleworld Productions.

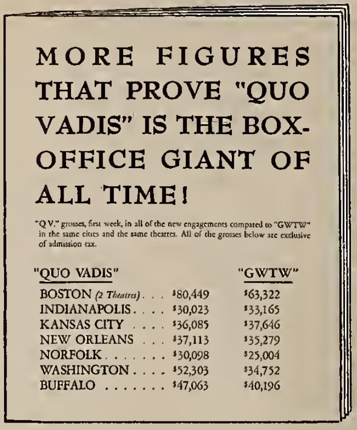
THE MOST EXCITING
THRILLER OF THE YEAR!
"THE GREEN GLOVE"
Another BIG ONE thru UA

"A good bet for anybody's screen! Expert, exciting chase! Plenty thrill and suspense!" —Film Daily

Announcing
THE SALES
PLAN FOR
M-G-M's
QUO
VADIS



Supplementing
the Recent
Announcement
of the Sales
Plan for M-G-M's
Famed Screen
Triumph
QUO VADIS
THE GREATEST MOTION PICTURE OF ALL TIME



MORE FIGURES
THAT PROVE "QUO
VADIS" IS THE BOX-
OFFICE GIANT OF
ALL TIME!

"Q V." grosses, first week, in all of the new engagements compared to "GWTW" in the same cities and the same theatres. All of the grosses below are exclusive of admission tax.

"QUO VADIS"		"GWTW"
BOSTON *(2 Theatres)* . . .	$80,449	$63,322
INDIANAPOLIS	$30,023	$33,165
KANSAS CITY	$36,085	$37,646
NEW ORLEANS . . .	$37,113	$35,279
NORFOLK	$30,098	$25,004
WASHINGTON	$52,303	$34,752
BUFFALO	$47,063	$40,196

Announcing THE NEXT STEP IN THE MERCHANDISING OF M-G-M's BOX-OFFICE GIANT!

QUO VADIS

With the cooperation of our exhibitor customers, arrangements for the first run exhibition of "QUO VADIS" in the larger cities throughout the country are now being completed and we are therefore happy to announce that we are ready to go forward with the arrangements for the first run exhibition of "QUO VADIS" in cities having a population of approximately 25,000 to 100,000.

Any exhibitor having a suitable theatre who is interested in exhibiting this picture first run in a city with a population of approximately 25,000 to 100,000 should notify our nearest exchange of that interest within seven (7) days after the publication date of this announcement.

His request will receive due consideration and at the appropriate time a form will be forwarded to him on which to make his offer.

We repeat our appreciation for the support given us in the playing of this great production.

LOEWS INC.

"Business is Quolossal

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 25 NEW YORK, U. S. A., TUESDAY, FEBRUARY 5, 1952 TEN CENTS

Allied Warns On Chances of TV Channels

Myers Attacks Rentals, Proposes Bidding Fight

WASHINGTON, Feb. 4. — Allied States Association general counsel Abram F. Myers today warned exhibitors against over-optimism on the chances of getting theatre television frequencies from the Federal Communications Commission.

Abram Myers

Stressing that no one yet knows how the FCC will act, Myers said theatre TV has "three dangerous hurdles to leap in the present proceedings, any one of which may bring it to grief." He said these hurdles were:

(*Continued on page* 6)

TESMA, TEDA to Hold Joint Trade Show with Allied

CHICAGO, Feb. 4.—Allied and the Theatre Equipment and Supply Manufacturers and Theatre Equipment Dealers associations will hold a "giant" combined trade show here in November in conjunction with the 1952 Allied convention, it was announced here jointly by Jack Kirsch, Allied convention chairman, and J. Robert Hoff, president of TESMA. The exhibit will be held at the Morrison Hotel here.

Negotiations for the combined trade

(*Continued on page* 6)

Film Men Enthused By TV Tribute

Industry leaders yesterday were enthusiastic over the treatment accorded motion pictures on the Ken Murray Show over WCBS-TV's national network last Saturday night.

Some executives, almost as surprised as they were delighted over television's "Salute to Movietime, U.S.A." on the hour-long program,

(*Continued on page* 3)

Balaban Sees Films For TV When It Can Pay for Them

WASHINGTON, Feb. 4.—Barney Balaban, Paramount Pictures president, said today the fact that the television industry cannot afford to pay enough money for Hollywood films is the "major barrier" keeping Hollywood from producing films for television.

"I'm certain," he declared on the opening day of the second phase of the Federal Communications Commission's catch-all Paramount hearing, "that when the time comes and television can pay for current films we will be very happy to make films for television."

Balaban was the first witness in the portion of the hearing which will deal with the proposed merger between the American Broadcasting Co. and United Paramount Theatres, as well as

(*Continued on page* 3)

Doubt Arbitration Of Film Rentals

Doubt was expressed in distribution circles yesterday that as many as 10 per cent of the country's exhibitors would be willing to arbitrate film rentals if, as expected, theatre operators were required to open their books at arbitration hearings and permit their overhead to be analyzed freely.

Apart from making conjectures such as this, distribution, before issuing offi-

(*Continued on page* 6)

US SUPREME COURT UPHOLDS HUGHES

Supreme Court Will Hear Appeal in 'Miracle' Action

WASHINGTON, Feb. 4.—The U. S. Supreme Court today agreed to hear the appeal in "The Miracle" case, opening the way for a possible high court ruling on the constitutionality of state censorship.

The New York State Regents refused to license showings of the film, "The Miracle." on the grounds it was sacrilegious. Joseph Burstyn, Inc., distributor of the film, went to court, arguing that it was not sacrilegious

(*Continued on page* 7)

Walter Reade, Sr. Dies Here at 68

Walter Reade, Sr., pioneer motion picture exhibitor. founder and head of the Walter Reade Theatres. one of the largest independent theatre circuits in the East, died yesterday after a long illness.

Active in the affairs of his company until about six months ago, Reade was taken to Mount Sinai Hospital on Sunday.

Funeral services will be held tomor-

(*Continued on page* 7)

Rules N. Y. Court Wrong In Ordering Sale of Stock Without Consent

WASHINGTON, Feb. 4. — The U. S. Supreme Court today ruled unanimously that the New York Statutory Court was wrong in ordering Howard Hughes to sell his trusteed RKO Theatres stock without his consent or without new hearings and findings of fact.

The high court said it had no doubt the New York court could require the sale of Hughes' trusteed theatre stock after a proper hearing, but ruled that this had not been held so far. The decision left the way open for a new Justice effort to force the sale of the stock, with a new motion to the Statutory Court, submission of evidence, hearings and new findings of fact by the lower court.

Justice spokesmen would not comment officially on this possibility until they had read the Supreme Court decision more carefully. But their initial reaction was unquestionably favorable to a new attempt to force Hughes to sell.

The high courts' opinion today came in a 7-0 ruling with Justices Clark and Jackson abstaining because of their previous connections with the Para-

(*Continued on page* 7)

'Sailor Beware' Sets Opening Week Record at Mayfair

Paramount Pictures' "Sailor Beware," starring Dean Martin and Jerry Lewis, is heading for a record-breaking opening week gross of $71,000 at the Mayfair. The Martin and Lewis starrer, coupled with "Phone Call from A Stranger" and "The Greatest Show on Earth," led the Broadway box-office parade this week.

The Mayfair's estimated $71,000 for the week which ends Thursday tops all other initial weeks for the house at popular prices. When admissions were hiked to $2.40 tops in 1947 for "Gentlemen's Agreement," that film rolled up $82,000 for its first seven days, the only comparable figure. The present top admission is $1.80.

At the Roxy, "Phone Call from A Stranger," plus a stage show, is doing excellently. For its first week, the 20th Century-Fox film is expected to hit a big $100,000. following the house's best non-holiday weekend in

(*Continued on page* 7)

Variety to Honor German, Schwartz

The Variety Club of New York City, Tent No. 35, will hold its annual induction-luncheon honoring the incoming chief barker, William J. German, and the retiring chief barker, Fred J. Schwartz, at the Astor Hotel Feb. 19.

Charles E. (Chick) Lewis is chairman and Martin Levine is co-

(*Continued on page* 6)

Recommend 3 Univ. Shares for 4 Decca

Ebasco Services, retained recently to make a corporate analysis of both Universal and Decca Records as a preliminary to preparation of plans for the proposed consolidation of the two, has completed its study and reported that a minimum basis for an exchange of the stock of the companies ought to be in the ratio of three-fourths of a share of Universal for each full share of Decca, informed sources said yesterday.

Ebasco's report presumably will result in the scrapping of earlier consolidation proposals based on an exchange of nine-tenths of a share of Universal for each share of Decca.

Personal Mention

ROBERT M. WEITMAN, vice-president of United Paramount Theatres, will leave here tomorrow on a tour of the Tenarken circuit in the South, accompanied by associates Max Fellerman and Herbert Hahn.

•

Robert J. O'Donnell head of Interstate Theatres and national director of the "Movietime, U.S.A." campaign, arrived here yesterday from Dallas.

•

Dan S. Terrell, M-G-M exploitation head, yesterday became a father for the fourth time with the birth of a daughter, Margaret, at Nassau Hospital, Mineola, L. I.

•

Martin Moskowitz, New York State division manager for 20th Century-Fox, has returned here from an upstate business trip.

•

Shirley Petigrue has been appointed fashion editor of *Photoplay* magazine.

Para. Coast Parley Is Led by Pickman

Hollywood, Feb. 4.—Paramount is holding a series of studio merchandising conferences keyed to the West Coast pre-release engagements of "The Greatest Show on Earth," set for Feb. 21 and to the release of other top films set for the spring and summer.

The talks are being led by Jerry Pickman, vice-president in charge of advertising-publicity, who arrived here today after attending the four-day meeting of company branch managers and field representatives in Chicago.

Plans under discussion will seek to implement the recently adopted policy of individual handling of each picture. This policy was worked out during the past month at a New York division sales managers' meeting and at subsequent branch meetings in New York and Chicago.

NT Division Heads Open Two-Day Meet

Los Angeles, Feb. 4. — National Theatres division presidents opened a two-day meeting with president Charles P. Skouras here with a complete survey of the box office situation in the various divisions. Plans for the ultimate use of Eidophor color TV, the annual spring business drive, and discussion of the operational policies after divorcement is effected, are on the agenda. Key NT home office executives are sitting in.

Proceeds to Heart Fund

Hollywood, Feb. 4. — The entire box office proceeds of the two-theatre premiere of RKO Radio's "The Las Vegas Story" in that city on Feb. 12 will be donated to the Variety Club's Heart Fund, RKO has disclosed.

Set Okla. City, Atlanta Tours

The renewed "Movietime, U.S.A." campaign will be kicked off this spring by star tours in the Oklahoma City and Atlanta territories, Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, disclosed here yesterday.

A delegation of seven Hollywood personalities will tour the Oklahoma City territory during the week starting March 16, and the second tour, in the Atlanta territory the week of April 13.

Arrangements for the Oklahoma tour are being worked out between J. C. Hunter of Tulsa Downtown Theatres and Clarke H. Wales of the Association of Motion Picture Producers, Hollywood. Most, if not all, of the visiting personalities will remain in Oklahoma City after the tour to attend the annual convention of the Theatre Owners of Oklahoma, March 23-25.

Atlanta arrangements have been initiated by a committee comprising J. H. Thompson, president of the Motion Picture Theatre Owners and Operators of Georgia, and Charles Kessnich and E. D. Martin.

Mayer, in making the announcement, pointed out that unlike the tours last October, the new tours will be staggered over several weeks. He added that the campaign this spring will be aimed at covering areas that were completely neglected last October or received personality delegations inadequate to their needs. Dates for other tours will be disclosed shortly, it was explained.

Mexican Injunction On Quota Attacked

Mexico City, Feb. 4. — As some producers predicted, the National Cinematographic Board has appealed to the National Supreme Court the permanent injunction which Federal Judge Ignacio Burgoa recently granted exhibitors against enactment of the new Cinematographic Law clause that demanded half playing time for Mexican pictures. The board bases its appeal mostly on the objection to Judge Burgoa agreeing with the exhibitors that the clause is unconstitutional because, as they contended, it violates the constitutional guarantee of freedom of trade. The Board, in a 26-page argument, indicated that the law is intended primarily to benefit native producers.

Meanwhile, Judge Burgoa's injunction continues in force. Trade estimates are that the Supreme Court will take all of six months to render its decision. Meanwhile, U. S. and other imported pictures, as well as Mexican products, enjoy a free market throughout Mexico.

Towne Gets 'Vadis'

Milwaukee, Feb. 4.—The Towne Theatre here was awarded "Quo Vadis" after long spirited bidding. The picture will open there on Feb. 21.

Justice Will Add Special Provision To Loew's Decree

Washington, Feb. 4. — The Justice Department has agreed to add a special provision to the proposed Loew's consent decree to help the company out in situations where it has ground leases and built the theatres itself.

The provision will be submitted in a letter addition to the decree when the document goes before the New York court Wednesday. The original decree allowed Loew's to sublease certain theatres providing the sublease called for no greater rent than Loew's was paying. In the situations where Loew's has only a ground lease, this would obviously mean an unusually low rent in subleasing, so Justice has agreed that Loew's can negotiate with the subleasing firm a separate agreement allowing extra payment over and above what Loew's pays for the ground lease.

Stanton Griffis Is Back; Will Retire

Stanton Griffis, retiring U. S. Ambassador to Spain and chairman of the executive board of Paramount Pictures, declared here yesterday that he "will not take an active part in the motion picture business or any other business in the future."

Griffis, who has been in government service about 10 years, arrived here from Madrid on the *S. S. Independence*. He was appointed Ambassador to Spain in December, 1950. Previously he had been Ambassador to Poland, Egypt and Argentina. His intentions are to "retire to private life," he said. He asserted, however, that he intends to keep his Paramount title.

Griffis characterized the recent Spanish film import agreement negotiated with the Spanish government as "a very good arrangement for our industry."

Set London Premiere Of 'Greatest Show'

London, Feb. 4.—Close on the heels of M-G-M's heavy exploitation campaign here for "Quo Vadis" comes Paramount's fan-fare for "The Greatest Show on Earth." A gala European premiere will be held at Paramount's Plaza Theatre here on Feb. 15.

To cash in on the heavy advance campaign, pre-release runs have been moved up to March 24, with general release on April 7. Charlton Heston, of the film's cast, is scheduled to attend the premiere and to make a series of provincial personal appearances with an escort of elephants afterward

Stop 'Fox' Ban in Mexico

Mexico City, Feb. 4.—Prohibition by the censors of exhibition in Mexico of 20th Century-Fox's "The Desert Fox" on the ground that it is Nazi propaganda, was overruled by J. C. López, director general of the National Cinematographic Board. No explanation was given. The picture is doing well at the Cine Alameda, local first-run.

Wyler Expects CodeRevisions

William Wyler, Paramount producer, declared here yesterday that while he is of the opinion that the industry's voluntary Production Code is indispensable if motion pictures are to avoid Federal censorship, "I definitely think the code is due for revision." He added that he believes most other Hollywood producers agree.

The producer-director of "Detective Story" and the recently completed "Carrie," is here from Hollywood for two weeks of cooperation with Paramount on pre-release exploitation of the latter film.

Wyler's views on the Production Code were not volunteered independently but came in response to prodding by a few trade press reporters at an interview in his hotel suite here. His questioners insisted upon returning to the subject even after Wyler had evidenced a wish to go on to other topics.

The producer, who said he has refused to permit his pre-'teen aged daughters to see "Detective Story," observed that Joseph I. Breen, Production Code Administrator, some time ago had sought to "liberalize" the Code, but was opposed in this by the presidents of Motion Picture Association of America member companies. He said he knew of no pending official discussion of the subject.

Cite Coordinating Group

Hollywood, Feb. 4. — The Los Angeles County Board of Supervisors has unanimously adopted a resolution paying tribute to the Hollywood Coordinating Committee for the entertainment programs it has provided for soldiers in hospitals and overseas.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

HOWARD HUGHES presents
JANE RUSSELL
VICTOR MATURE in
THE LAS VEGAS STORY
in person
DENISE DARCEL
JACK CARTER
BLUE BARRON
And His ORCH.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

SAMUEL GOLDWYN'S "I WANT YOU"
Now! CRITERION Broadway at 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpuhco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President: Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau. Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau. 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies. 10c.

National Pre-Selling

HOWARD DIETZ, vice-president of Metro-Goldwyn-Mayer, and director of advertising-publicity, has set an advertising tieup for Esther Williams with Jergens Lotion which will result in nationwide publicity for "Skirts Ahoy," scheduled for release in May. The special advertising in which Miss Williams will be featured will appear in an impressive list of national magazines, starting in March.

•

The February *McCall's*, now on newsstands, gives credit to three RKO Radio releases. The "Personal Story of the Month," a five-page picture layout about Peggy Dow, credits Samuel Goldwyn's "I Want You." A two-page makeup story concerns Janet Leigh and credits Howard Hughes' "Jet Pilot." A full-page ad for Jergens Lotion has four photos of Jane Russell, with credit to "Double Dynamite."

•

Editors of 1,700 leading house organs in the United States have received unusual promotional material for Paramount's "Greatest Show on Earth." Each letter contains page proofs of three different house organ layouts that are available, and stamped and addressed envelopes asking editors to indicate the kind of material they would like to receive from Paramount on future attractions. The Protestant Motion Picture Council has selected the film as its "Picture of the Month," and more than 350 Protestant publications will classify the film as suitable for family audiences, with their praise for the circus picture.

•

Charlton Heston, co-star of Paramount's "Greatest Show on Earth," will probably go down in history as the first actor in show business to be tapped for a return date at a department store. Heston won this distinction as a result of a successful appearance at the Big Top Fashion Luncheon at McCreery's, charming 150 guests so completely that the store wanted to do it all over again last Thursday. McCreery's cooperative advertising for the picture had an announcement of the first luncheon, and all available tickets were sold out 15 minutes after the store's switchboard opened Monday morning. McCreery's ads appeared on Sunday and a week ago in the New York *Times* and *Tribune*, and were repeated in the New York *World Telegram* and *Sun*.

WALTER BROOKS

Calls Business Good Except in South

BOSTON, Feb. 4. — Telling a press conference here that business is good throughout the country except for the South, A. W. Schwalberg, president of Paramount Pictures Distributing Co., said that "people will always buy good entertainment." He added, however, that "exhibitors should return to old time showmanship" and their business will be better.

He said that "film rentals are too high at the present time" and that "we are trying our best to reach a happy medium with all exhibitors." He declared that Paramount was trying to cut out B features and that at the present time it would not sell films to television.

Review

"Love Is Better Than Ever"

(Metro-Goldwyn-Mayer)

A FAST-PACED comedy that crackles with many laughs has been turned out by M-G-M in "Love Is Better Than Ever." The humor built on courtship situations is as American as apple pie and should find broad acceptance across the land. Incidentally, Elizabeth Taylor was never more fetching.

Co-starring with Miss Taylor is Larry Parks, a self-sufficient Broadway agent who thinks love is "hokey" until his charming opposite finally corrals him. Special credit should be meted out to director Stanley Donen and Ruth Brooks Flippen, who wrote the story. The efforts of both to maintain the light touch without being merely foolish, succeeds. Another item on the credit side is the handling of children. In this film, they're not cloyingly cute, but their winning mischievous selves.

The setting of the story is today. Viewed from the eyes of Parks, the "hep" Broadway agent who lives at Lindy's, the "21" Club and the Stork Club, the pert dancing instructor he meets from New Haven has everything in her favor. As he wines and dines her, Parks is captivated by her looks, charm and refreshing personality. The one hook is that Elizabeth Taylor is the normal American girl in her outlook. She wants to get married. That leads to complications and a campaign which takes Parks up to New Haven and to the dancing school run by Miss Taylor and her mother. Before Parks sees the error of his ways, there is a flurry of malicious gossip capped by a phony announcement of an engagement. The 81 minutes which roll by before the final clinch adds up to loads of fun.

Others in the cast include Josephine Hutchinson, Tom Tully, Ann Doran, Elinor Donohue and Kathleen Freeman. William H. Wright produced.

Running time, 81 minutes. General audience classification. Release date not set.

MURRAY HOROWITZ

Wolf Installs New Tent No. 7 Officers

BUFFALO, Feb. 4. — At a dinner-dance here at the Park Lane Marc J. Wolf, chief barker of Variety Clubs International, inducted the following new officers and directors of Tent No. 7 of this city:

Dave Miller, chief barker; Max Yellen, first assistant; Robert Hayman, 2nd assistant; Arthur Krolick, dough guy; W. E. J. Martin, property master, and director C. J. Basil, Wally Gluck, Billy Keaton, Charles Kosco, Albert Ryde and Vincent R. McFaul. Miller announced the following chairmen of committees for 1952: Privilege, George Kakouros; side show, Robert T. Murphy; heart, Myron Gross; welfare, Harry Berkson; pay-off, Elmer F. Lux; bookers, Jack Chinell; publicity, W. E. J. Martin; glad hand, Richard T. Kemper; sports and pastimes, Lester Weinberg and James Michaels, co-chairmen; Law, Bob Boasberg.

Buffalo Tent Fete Feb. 23

BUFFALO, Feb. 4.—The local Variety Club will hold its 10th annual dinner-dance at the Ten Eyck Hotel on Feb. 23. Nate Dickman, Monogram manager, and George Scheneck, manager for Tri-State Automatic Candy Corp., have been appointed co-chairmen. Former chief barker Leo Rosen, currently in New York for Fabian Theatres, will be among those attending.

Yates Aids Hospital Fund with $20,000

HOLLYWOOD, Feb. 4.—A donation of $20,000 to the St. Joseph Hospital fund-raising drive from Herbert J. Yates, president of Republic Pictures, was disclosed here today.

The donation gave added impetus to the "Salute to Mercy" benefit show to be held at the Valley Garden Arena tomorrow. Under the sponsorship of Republic, Warner Brothers, Universal-International and Fox West Coast Theatres, a line-up of top stars has been assembled for tomorrow's event.

O'Gara Heads Rep. Sales in Canada

James V. O'Gara yesterday was named supervisor of Republic distribution in Canada through Empire Universal Films, Ltd. James R. Grainger, Republic executive vice-president, made the appointment prior to his departure yesterday for Toronto in company with O'Gara.

O'Gara will continue, in his post as New York, Philadelphia and Washington district manager.

TV Tribute

(Continued from page 1)

urged that the Council of Motion Picture Organizations and its constituents should formally express their appreciation of what they regarded as "a splendid treatment of sound, constructive value to the industry."

'Have Been Sensitive'

"We have been sensitive of criticism and irritated by many incidents pertaining to the industry on television, and have been quick to complain," said one executive. "We should be just as quick in this instance to acknowledge and express our appreciation for this well-done television program of unquestionable value to our industry."

That the program created a similar impression elsewhere was demonstrated by the fact that the Theatre Owners of America, Allied States, the Council of Motion Picture Organizations and others received wires from Earl J. Hudson, president of United Detroit Theatres, urging them to express their appreciation for the treatment accorded films and the industry.

The Ken Murray documentary show traced the history of the industry since its earliest beginnings, using clips from early films, both silent and sound, and employing such industry personalities as Adolph Zukor, chairman of the board of Paramount and a film pioneer; Ruby Keeler, Buster Keaton, and Ramon Navarro. Columbia, 20th Century-Fox, United Artists and Walt Disney made footage available for the program.

Balaban Sees

(Continued from page 1)

with the question of whether either Paramount company or any of its subsidiaries can own television stations in the light of the parent company's anti-trust history. The first phase of the hearing, which closed last month, dealt with whether Paramount Pictures controls Allen B. DuMont Laboratories, Inc. The current phase will probably last about two months.

'Would Be Uneconomical'

In response to questioning by Paramount counsel Paul A. Porter, Balaban declared "it would be uneconomical for Paramount to dilute and give away its substantial assets until such time as the dollar return" from television or any other medium will give Paramount "reasonable compensation" for its pictures.

He maintained the company had no policy of suppressing or keeping films from television, but pointed out that the reissue value of a picture was "substantial." He told FCC hearing examiner Leo Resnick that "100 or 108 television stations can only return a limited amount of money and until such time as the freeze is lifted and there are more than 1,000 television stations the major barrier remains."

Question of Money

"The question of films for television," he summed up, "is one of money."

Asked if Paramount's interest in the production and exploitation of pictures would keep the company from working toward the full development of television, Balaban replied that he did not think so. "On the contrary," he said, "I think it would help considerably." He pointed out that Paramount is currently spending over a million dollars a year for research and development in the television field, would spend more if necessary, and that this was the best yardstick for proving "our desire to further the television art."

Questioned on UPT

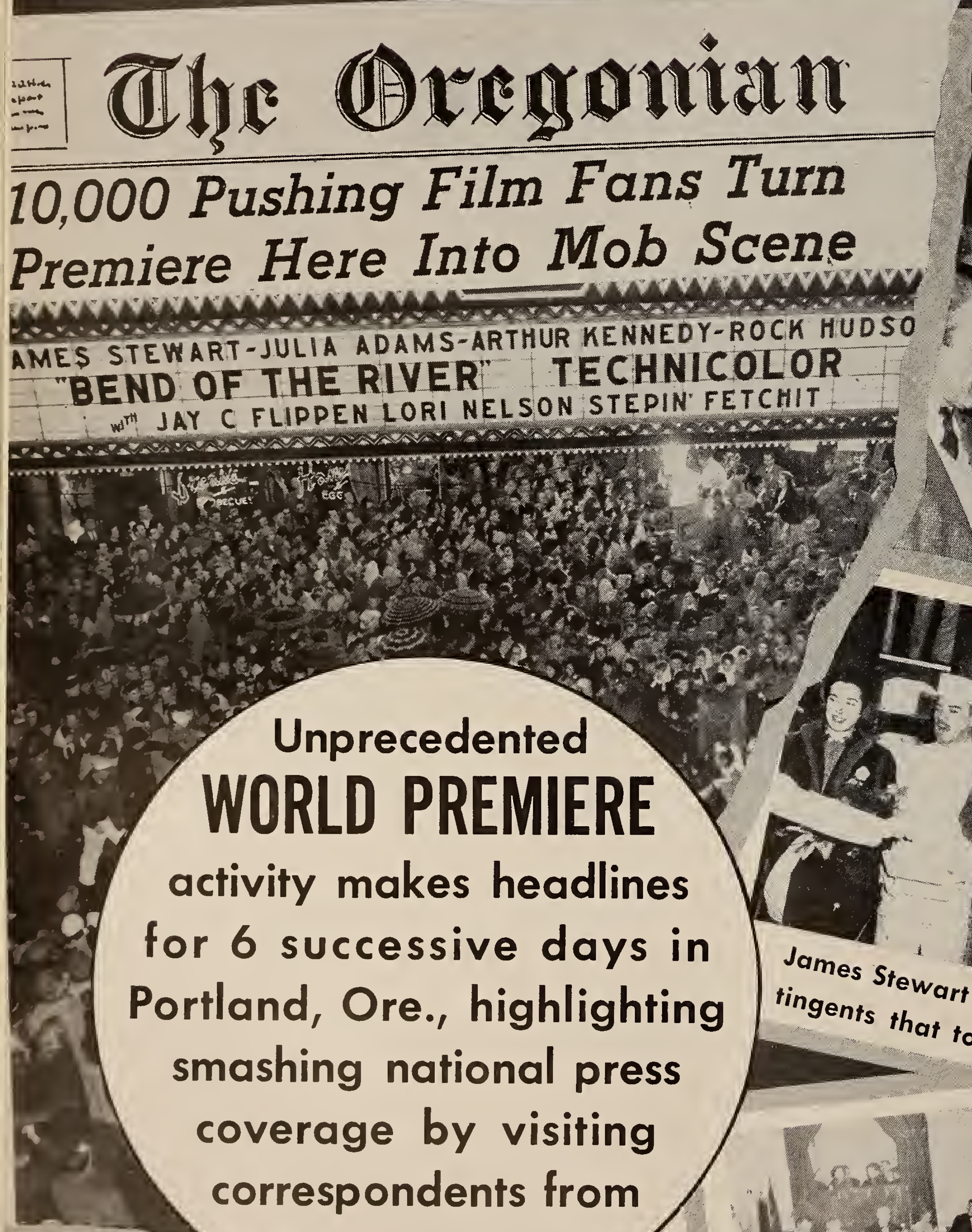
Questioned about his company's present relationship with UPT, Balaban replied that the two were "just as far apart as two poles." He said there was no trace of the former relationship and that the companies were in the position of a "divorced couple who didn't speak to each other." He stated the Paramount Theatre in New York had not played a Paramount picture in six months because the two companies couldn't agree on terms.

Attorneys present at the hearing today were Duke Patrick, UPT; Herbert Bergson, former assistant attorney general in charge of the anti-trust division and currently UPT's special counsel on the anti-trust phase of the merger; William A. Roberts, DuMont; James A. McKenna, ABC; and Richard Salant, CBS.

Industry Observes Present

Industry observers present, some of whom will be future witnesses, included Paul Raibourn, Paramount vice-president; Austin C. Keogh, Paramount general counsel; Edwin Wiesl, Paramount director; Leonard Goldenson, UPT president; Walter Green, UPT vice-president and general counsel; Robert O'Brien, UPT secretary; John Balaban, Balaban and Katz president; Dave Wallerstein, B. and K. vice-president; and Arthur Goldberg, B. and K. general counsel.

U-I's "BEND OF THE RIVER"



The Oregonian

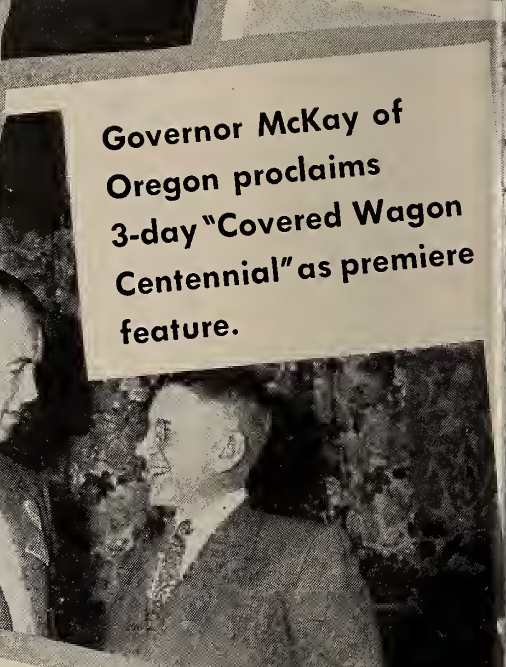
10,000 Pushing Film Fans Turn Premiere Here Into Mob Scene

AMES STEWART-JULIA ADAMS-ARTHUR KENNEDY-ROCK HUDSO
"BEND OF THE RIVER" TECHNICOLOR
WITH JAY C FLIPPEN LORI NELSON STEPIN' FETCHIT

Unprecedented

WORLD PREMIERE

activity makes headlines for 6 successive days in Portland, Ore., highlighting smashing national press coverage by visiting correspondents from coast to coast!



Governor McKay of Oregon proclaims 3-day "Covered Wagon Centennial" as premiere feature.

James Stewart heads visiting stars contingents that toured entire Northwest!

Film Folk Inv…
To Whoop It Up fo…

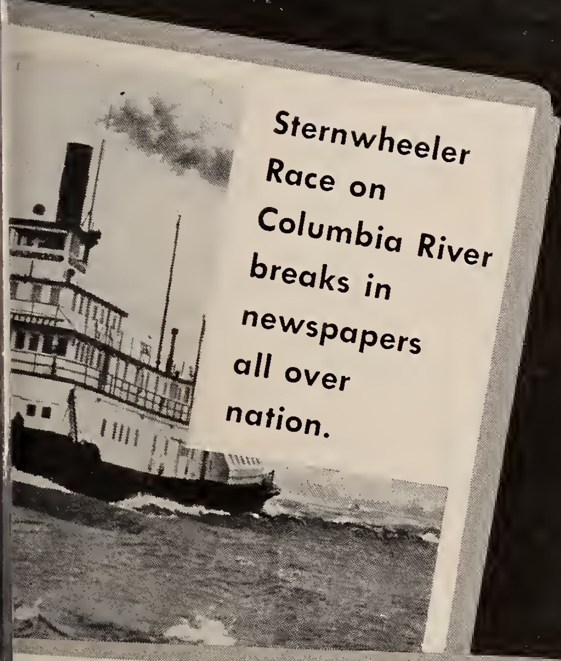
Soaked Movie-…
Turn Premiere Into Bedlam

Film Premiere Mob Goes Wild

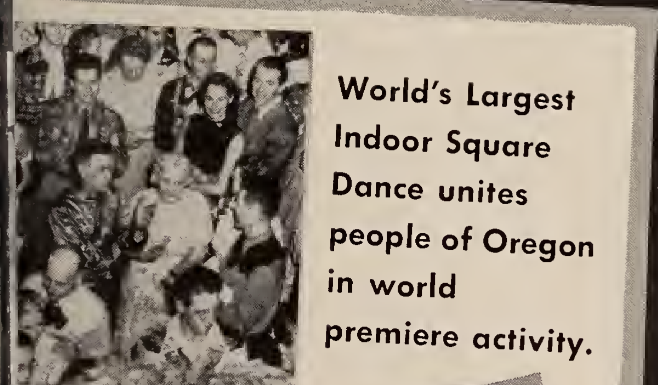
BY BOB MORSE

Largest Banquet in history of Portland launches premiere events.

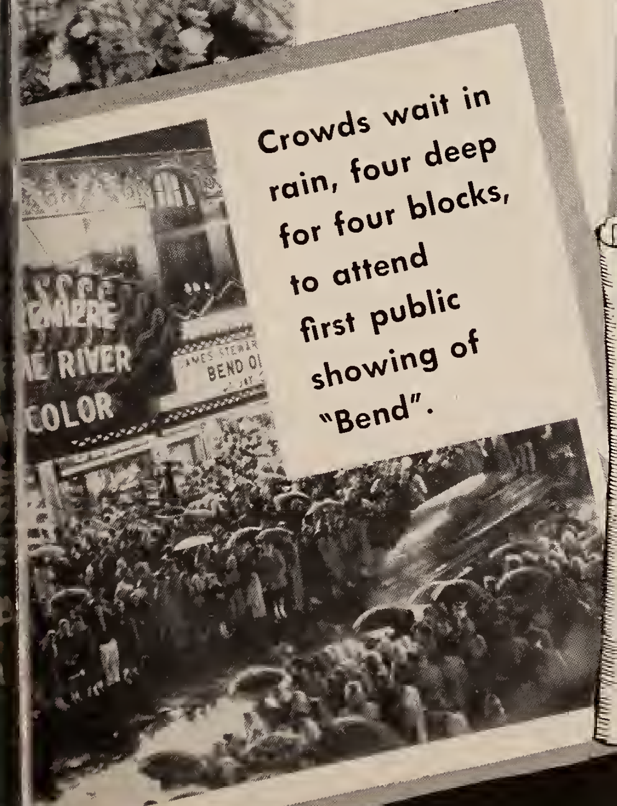
SMASHES ALL EXISTING RECORDS IN ENTIRE NORTHWEST TERRITORY!



Sternwheeler Race on Columbia River breaks in newspapers all over nation.



World's Largest Indoor Square Dance unites people of Oregon in world premiere activity.



Crowds wait in rain, four deep for four blocks, to attend first public showing of "Bend".

In town after town, bucking winter's worst weather, "BEND OF THE RIVER" is smashing its way to new boxoffice records . . . topping even the fabulous 1947 grosses of "THE EGG AND I".

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BEND OF THE RIVER

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Screenplay by BORDEN CHASE · Directed by ANTHONY MANN · Produced by AARON ROSENBERG

Universal International 1912 40th Anniversary Year 1952

Report Snaper Won't Take Allied Reins

Washington, Feb. 4.—Wilbur Snaper, president of New Jersey Allied, who has been mentioned as a possibility for the national Allied presidency to succeed Trueman Rembusch, has revealed to friends at the Allied board meeting here that he is not seeking the nomination and may have to decline it if it is offered to him.

Snaper reportedly stated that his business affairs will command so much of his time in the next two years that he could not do justice to the duties of the Allied office. Snaper's stand apparently leaves the Allied election "wide open" as no other names were being mentioned as prominently as his.

TESMA, TEDA

(*Continued from page* 1)

show were started by Trueman T. Rembusch, national Allied president, in New York last October during the 1951 Allied convention, and were concluded here by Kirsch and Hoff.

TESMA will be charged with the responsibility for operating the trade show, which will be held on two floors of the hotel, with space to accommodate over 150 booths. It will be one of the largest industry trade shows ever held, Kirsch and Hoff agreed. In conjunction with it will be held simultaneously the annual conventions of the three participating organizations.

Kirsch said the joint convention "is a logical step in the progress of the motion picture business." Hoff said "special emphasis will be made to attract the concession equipment manufacturer and concession supply distributor to participate so that the joint show will be well balanced in all phases of the theatre wants and needs."

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Allied Hits Rentals, Bids

(*Continued from page* 1)

a widespread feeling that frequencies belong to the public and should not be given to any group which will charge admission; "the onus of past violations of the anti-trust laws"; and the opposition of the American Telephone and Telegraph Co., seeking to protect its common carrier rights.

Myers' warning came in his annual report, prepared for delivery to the Allied mid-winter board meeting which gets under way at the Statler Hotel here tomorrow. The board meeting will continue Wednesday. Today Allied's Caravan, national film and arbitration committees held pre-board sessions, with no announcement on the results of these meetings.

The board meeting tomorrow is expected to lead off with discussion of a proposed arbitration plan. On this subject, the annual report suggested that Allied try to find out from the film companies whether they are "seriously interested in a broad-scale plan, including arbitration of questions in which the exhibitors are vitally interested." He said negotiations looking toward the establishment of an arbitration system could be long and expensive, and "the expenditure of time and money would be warranted only if there were a clear prospect of accomplishing something for the exhibitors."

Other highlights of Myers' annual report were these:

A plea for a research program to find the public's criticisms of motion pictures and its ideas for improvement;

A bitter attack on the film rental policies of the distributors, with a suggestion for an all-out Allied campaign against these policies;

A demand that the Justice Department seek a ruling from the New York statutory court as to whether the "theatre by theatre" clause in the various Paramount case decrees "requires or even countenances competitive bidding";

An atack on the plan of Theatre Owners of America to launch its own campaign for repeal of the Federal admission tax, rather than working through the Council of Motion Picture Organizations.

Myers led off his report by wondering whether Allied last year did not devote too much time to COMPO undertakings and not enough to matters of immediate concern to the independent exhibitor. "Bluntly stated," he said, "the question is: did the film companies take advantage of the preoccupation of the exhibitors and their leaders with COMPO and its projects to jack up film prices, spread competitive bidding, control admission prices and impose other objectionable practices which otherwise could have encountered violent opposition in exhibitor ranks?"

Myers suggested a new planning committee, to suggest a balanced program for the coming year between all-industry undertakings and those designed to help mainly the independent exhibitor.

Notably more pessimistic in tone than reports of recent years, the report said the industry "still is in the wilderness." Despite "Movietime, U.S.A.," which Myers hailed as "brilliant in concept, ably handled and productive of good results," little or no progress was made in 1951 in ascertaining and analyzing the causes for the decline in theatre attendance, the report charged. It said such a program was discussed at COMPO meetings, but never materialized.

"If future promotional activities are to be successful, they must be fashioned to meet public criticism," Myers said. "Public dissatisfaction with the movies must be first ascertained." He cited a widespread feeling that more novelty is needed in film entertainment—bold thinking and courageous experimentation, new stars and new subject matter.

Myers said present distributor selling policies have robbed the exhibitors of the incentive to merchandise their films, and so have increased "public apathy in regard to the movies." He declared that "no program for pulling the business out of its present slump can be complete or wholly effective that does not include a modification of selling policies to encourage and enable exhibitors to expend the time, effort and money necessary to carry on the fight for patronage."

The report also criticized industry leaders for not having given more assurances that Communist infiltration of the studios is eliminated and for not attacking new instances of "moral depravity" in Hollywood. "Every definition of sound public relations," Myers stated, "is contrary to the notion now prevailing in the industry that the public can be made to understand and accept the industry's point of view on every controverted issue. Sound public relations consists in ascertaining the public's point of view and conforming to it as far as practicable."

Turning to the Paramount case, Myers said "we are now entering upon the final—and to the independent exhibitors—perhaps the most important phase, the period of interpretation and enforcement."

Myers said he hoped the anti-trust division would be "determined to see to it that the decrees live up to their early promise." Unless the distributors agree to end compulsory competitive bidding, the Department of Justice should ask a court ruling on the matter he argued. If distributors insist that bidding is the only way in which they can legally offer their films in competitive situations, "then the organized exhibitors must insist upon a judicial determination of the issue," he declared. Failing that, he continued, "there will have to be legislative action."

Because of the FCC's serious concern with the anti-trust issue, Myers said in discussing theatre television, "Allied regrets that the Motion Picture Association of America has seen fit, or has been permitted, to take a prominent part in a proceeding which should have been left to the exhibitors." He declared that the "film companies and certainly their trade association, should now abstain from interfering in exhibitor affairs."

Allied Units Want Ticket Tax Fight

Washington, Feb. 4.—Theatre Owners of America will have some support — how much still is uncertain—from several Allied States regional representatives attending the national Allied board meeting here, for its proposal to wage a campaign for reduction of the Federal amusement tax.

Some of the Allied delegates are here with instructions from their local organizations to request the Allied board to help form a solid exhibitor front for repeal or reduction of the 20 per cent Federal tax. Among them is Charles Niles of the AITO of Iowa-Nebraska. TOA called for similar action at its national board meeting in Los Angeles last week.

Doubt Arbitration

(*Continued from page* 1)

cial comments, appears to be content to await receipt of specfic arbitration plan proposals from exhibitors.

'Won't Be Rush'

If film rentals are to be arbitrated under a plan approved by the industry as a whole "there won't be the rush to arbitrate them that a lot of people think," one distribution executive held. To support this contention, he cited the reluctance of exhibitors in general to show their books to distributors under any circumstances at present.

It was observed also that there would be little use in arbitrating rentals where "hardship" theatre cases are involved since many distributors already make a practice of negotiating adjustments in rentals where they seem necessary.

Variety to Honor

(*Continued from page* 1)

chairman. Serving on the committee is Edward Fabian, Martin Kornbluth, Walter Reade, Jr., Herman Schleier, Morton Sunshine and Max Wolf.

Officers also being inducted are Ira Meinhardt, first assistant chief barker, George Skouras, second assistant; Edward Lachman, property master; Saul Trauner, dough guy. Schwartz becomes international canvassman.

A record attendance is anticipated with many guest barkers from all over the country on hand since the luncheon coincides with the Council of Motion Picture Organizations board meetings.

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N.Y. Grosses

(*Continued from page 1*)

two years. "The Greatest Show on Earth" is still packing Radio City Music Hall, where $140,000 is seen for the fourth inning. At the Capitol, a nice $45,000 is forecast for the opening week of "Lone Star." The Capitol's next attraction will be "African Queen," a date for which has yet to be set.

"The Las Vegas Story" at the Paramount opened to a fairly nice $60,000, with Jack Carter as one of the current stage show headliners. At the Globe, "When Worlds Collide" will bow in tomorrow, replacing "Submarine Command," which is expected to hit a satisfactory $11,500 for its last five days.

'Vadis' Holding Up

Among the hold-overs, "Quo Vadis" at the Astor is standing up well, with a robust $32,000 seen for the 13th week. At the Victoria, "Death of A Salesman" is estimated to do a strong $19,000 for its seventh inning. "I Want You," at the Criterion, also in its seventh week, is expected to hit a good $12,500. "On Dangerous Grounds," which was supposed to open at the Criterion Saturday, will bow Feb. 12 instead.

"Viva Zapata" will have its premiere Thursday at the Rivoli, replacing "Decision Before Dawn," now in its sixth week. The final inning for "Decision" is expected to be a moderate $7,000. A nice $19,000 is seen for the first seven days of "Invitation" at Loew's State.

At the Warner, "Room for One More" bows out today with a fair $19,000 for its third week. The new attraction is "The Big Trees."

Holding up strong is "The Lavender Hill Mob" at the Fine Arts Theatre with another $8,200 forecast for the 14th week. "Tales of Hoffman" at the Sutton is expected to do a nice $7,500 for its fifth inning.

In the excellent gross category among off-Broadway houses is "Cry, the Beloved Country" at the Bijou where $13,500 is forecast for the second week. "The River" at the Paris is also doing nicely with $10,500 seen for the 22nd week. At the Normandie, a fine $7,000 is estimated for the ninth inning of "Pandora and the Flying Dutchman."

The second week of "Mister Drake's Duck" at the Embassy Guild Theatre registered a tepid $3,300; bowing in today is "Obsessed." Only an average $6,500 is seen for the first week of "St. Matthew Passion" at the Park Avenue Theatre.

Set 49 Openings for 'Quo Vadis' in Feb.

Forty-nine openings of M-G-M's "Quo Vadis" have been set this month, bringing the total number of bookings to 80 since the film had its world premiere on Broadway here at the Astor and Capitol last November.

Currently set for March are six premieres.

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High Court Upholds Hughes

(*Continued from page 1*)

mount case in the Justice Department.

The ruling reversed the N. Y. court order which gave Hughes until Feb. 20, 1953 to sell his theatre stock. If Hughes had not sold it by that time, the lower court held, the trustee would have two more years in which to sell it for him.

The case before the high court stemmed from a provision in the RKO consent decree which said Hughes must either sell his stock in one of the two new companies resulting from the RKO divorcement or deposit it with a court-appointed trustee. Hughes chose to trust his theatre stock, about 24 per cent of the outstanding stock in the company.

Order Set Time Limit

In March, 1951, the Justice Department won an order from the New York court setting a time limit for Hughes to sell the trusteed theatre stock. Justice and the court argued that Hughes continued to get dividends on the trusteed stock and thus had an inducement to have his picture company favor RKO Theatres, defeating the purpose of the divorcement plan. They said a provision in the decree allowing the court to fix "other terms and conditions" for the voting trust permitted the judges to set the deadline for the sale of the stock.

In delivering the Supreme Court's opinion today, Justice Black rejected the government's argument that the decree required Hughes to sell his stock within a reasonable time. He said the language in the decree made it plain that Hughes could either sell it or trust it, and that if Hughes took the latter alternative, he alone had the right to decide if and when to sell the stock. "Hughes would have no choice if the first alternative was to sell the stock and the second alternative was also to sell the stock," he said. Citing the decree language that the trust would remain in force "until Hughes shall have sold" the stock, Black said "this would ordinarily mean that Hughes, not the court, could decide whether his stock should be sold." He said the "other terms and conditions" language could not "support an inference that the court was empowered to deprive Hughes of either of his expressly granted alternatives."

Says Might Be True

Turning to the government's argument that continuance of the trust would defeat the purpose of divorcement, Black said this might be true, but that it did not give the court power to change the express language of the decree without Hughes' consent or without new hearings and findings.

> **"Evidence might show that a sale by Hughes is indispensable if competition is to be preserved," Black stated. "However, in section V, the parties and the District Court provided their own detailed plan to neutralize the evils from such ownership. Whatever justification there may be now or hereafter for new terms that require a sale of Hughes stock, we think there is no fair support for reading that requirement into the language of section V. The court's command to sell the stock effected a substantial modification of the original decree."**

Black made it clear the Justices have "no doubt concerning the District Court's power to require the sale of Hughes' stock after a proper hearing." He said the principles in the Supreme Court's Paramount case opinion on divorcement of one company by another would apply equally well to divorcement of stock held by an individual. "But there has been no adequate hearing of this issue as to Hughes," he declared. "Neither when the present order was considered, nor when the original decree was entered were there any findings of fact made to support an order of compulsory sale of Hughes' stock. As previously pointed out, the consent of Hughes did not include consent to make him sell. At every stage Hughes objected to the order forcing sale of his stock without a hearing that included evidence and a judicial determination based on it.

"In these circumstances we hold it was error to enter an order forcing Hughes to sell his stock."

'Miracle' Action

(*Continued from page 1*)

and that in any event New York State's film censorship violated the Constitution.

This is the first film censorship case taken by the high court in recent years. Industry circle had hoped to make the censorship test on a clear-cut issue like the "Pinky" case of Texas, where an exhibitor showed a banned film and was punished, rather than on a case like "The Miracle" where the censorship was contested by a distributor denied a license.

It is believed that "The Miracle" case could be decided by the high court without reference to the basic constitutionality issue, but it is still significant that the Justices took "The Miracle" case after having turned down several others. The Justices did not indicate why they had decided to hear the appeal, merely noting their intention of reviewing the lower court decision, which upheld the Regents' ban on the film.

"The Miracle" case probably will not be argued for many weeks, and will probably not be decided before late May or June.

Reade Dies

(*Continued from page 1*)

row at 10 a. m. at Universal Chapel, 52nd Street and Lexington Ave. He will be buried at Mount Hope Cemetery. The company's New York and Asbury Park offices will be closed for the day.

Reade is survived by his wife, the former Gertrude Blumberg; a son, Walter Reade, Jr., of New York City and Red Bank, N. J.; a daughter, Suzanne Gage of New York City and Deal, N. J., and four grandchildren.

Reade, whose circuit today numbers more than 40 theatres in New York City, New York and New Jersey, celebrated his 50th anniversary in the motion picture industry last October, was one of the first motion picture exhibitors in New York City, starting at the age of 16 as a representative of his uncle, Oscar Hammerstein, at the old Victoria Theatre in New York City.

He was associated in the operation of many leading New York City theatres, including the Astor, Bijou, Morosco, and the Mayfair, and built the Park Avenue Theatre which is still part of the circuit. He also pioneered the community-type theatre which was of Colonial design and resembling a library or public building more than a theatre.

His circuit includes drive-ins in Atlantic City, Trenton, Eatontown, Woodbridge and Toms River in New Jersey and Kingston in New York. In addition to his two New York City houses, his circuit operates conventional theatres in Asbury Park, Long Branch, Red Bank, Freehold, Perth Amboy, Morristown and Plainfield and Toms River in New Jersey, and Kingston, Hudson and Saratoga Springs in New York.

Reade was born in Selma, Alabama on April 28, 1883.

Litvak's 'Flaminia' to UA

Anatole Litvak's first independent production, "The Girl on the Via Flaminia" will be released through United Artists, it was announced by Arthur B. Krim, president of UA.

Litvak, who will produce and direct the Alfred Hayes novel in association with Benagoss Productions, has scheduled filming for early fall with release to follow on United Artists' 1952-53 program. Georges Maurer will be associate producer. It will be filmed in Italy and France.

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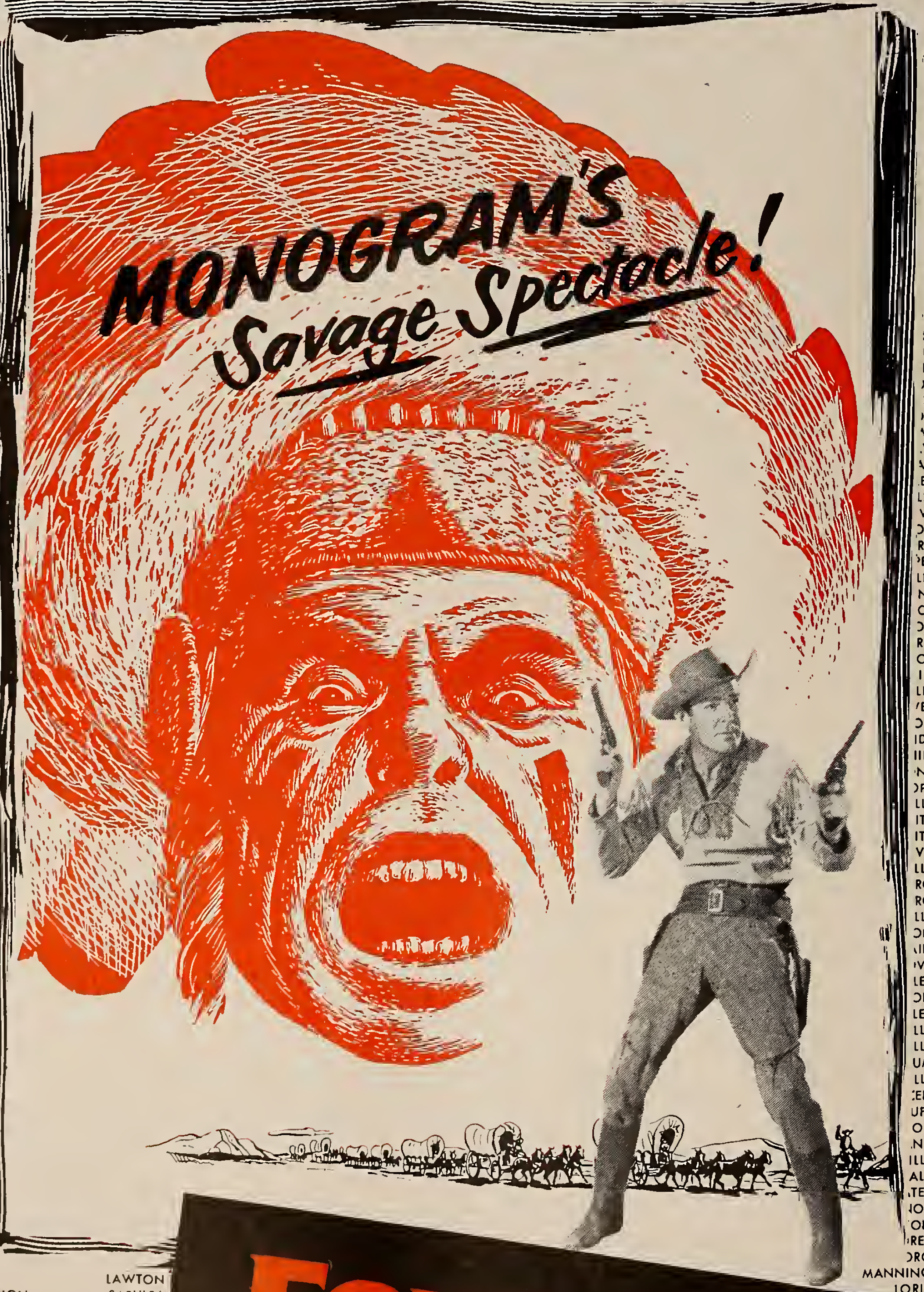

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FOX	HOUMA
AMITE	AMITE
BURAS	BURAS
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VENUS	WINNFIELD
DIXIE	ABBEVILLE
COLUMBIA	HAMMOND
DIXIE	RUSTON

GEORGIA

PARAMOUNT	**ATLANTA**
WEIS	**SAVANNAH**
ALBANY	**ALBANY**
BRADLEY	**COLUMBUS**
PARK	TRION
RITZ	TOCCOA
ROXY	BAXLEY
FIRST AVENUE	ROME
EMILY	HARTWELL
TOS	REIDSVILLE
GRAND	CORNELIA
M & T	HAWKINSVILLE
LA GRANGE	LA GRANGE
BACON	ALMA
PARK	PELHAM

ALABAMA

MELBA	**BIRMINGHAM**
CENTURY	**MOBILE**
CHARLES	**MONTGOMERY**
RITZ	TUSCALOOSA
JASPER	JASPER
TIGER	AUBURN
WILBY	SELMA
RITZ	ANNISTON
ROBERTSDALE	ROBERTSDALE

MISSISSIPPI

SAENGER	**BILOXI**
PARAMOUNT	**GULFPORT**
PARAMOUNT	**JACKSON**
TUPELO	**TUPELO**
VARSITY	**COLUMBUS**
TEMPLE	**MERIDIAN**
SAENGER	**HATTIESBURG**
PARAMOUNT	**GREENVILLE**
GLOBE	DREW
PRINCESS	BOONEVILLE
MART	CALHOUN CITY
HONEY	INDIANOLA
GLOBE	SHAW
DIXIE	FULTON
AMORY	AMORY

FLORIDA

STATE	**TAMPA**
RITZ	**JACKSONVILLE**
ROYAL	**ST. PETERSBURG**
SAENGER	**PENSACOLA**
NEPTUNE	DAYTONA BEACH
SWAN	MADISON
HELENDALE	HELENDALE
LAUDERDALE	FT. LAUDERDALE
CAPITOL	PLANT CITY

OKLAHOMA

STATE	**OKLAHOMA CITY**
RIALTO	**TULSA**
PALACE	**BLACKWELL**
GLORY B	**MIAMI**
SOONER	**NORMAN**
CHIEF	**ENID**
YALE	OKMULGEE
RIALTO	CHICKASHA
SEMINOLE	SEMINOLE
CAMERA	STILLWATER
BLAINE	HENRYETTA
GRAND	HOLDENVILLE
KEY	WEWOKA
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MELBA	GUTHRIE
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CRITERION	SAPULPA
NUSHO	BROKEN ARROW
PRINCESS	BRISTOW
CASTLE	PRYOR
DELTA	ALTU
BRONCHO	EDMON
NUSHO	CARNEG
RIALTO	ALV
RITZ	MAD
REX	KONO
WOODWARD	WOODWA
WIGWAM	COALG
TECH	WEATHERF
GRANT	POND C
YALE	CLAREM
DUNKIN	CUSH
ERIE	H
HORNBECK	SHA
CENTER	V
TOWER	DRUMRIGHT
H & S	CHANDLER
RAMONA	FREDERICK
LIBERTY	HEAVENER

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RITZ	COLUMBIA
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TEXAS

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CENTER	**CORPUS CHRIS**
RITA	**LONGVIE**
SABINE	**PORT ARTH**
KIRBY	**HOUST**
WORTH	**FORT WOR**
GRANDE	BROWNSVI
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STAR	DUM
REX	BORG
LA VISTA	PAM
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PALACE	SUNR
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UPTOWN	**DURHA**
CAPITOL	**RALEIG**
PLAZA	**ASHEVI**
STATE	**GREENSBO**
WAYNE	**GOLDSBO**
STATE	**WINSTON SAL**
VICTORY	SALISBU
LOEW'S STATE	ELIZABETH C
WATTS	WILLIAMST
PARK	WAYNESBO
CAROLINA	OXFO
CAROLINA	HICK
BUDDY	BESSEMER C
CAROLINA	CHAPEL H
RICHMOND	ROCKINGH
CAROLINA	ROCKY MOU
STAR	FREMO
JOY	KINGS MOUNT
BOONE	BOONEVIL

TENNESSEE

MALCO	**MEMPH**
RITZ	**NASHVIL**
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PARAMOUNT	**JACKSO**
CENTER	KINGSPO
BONNIE KATE	ELIZABETHTO
ROXY	GAINESBOR
GEM	COVINGTO
RICE	BROWNSVIL
RITZ	DYERSBUR
MUNFORD	MUNFOR

SOUTH CAROLINA

GARDEN	**CHARLESTON**
CAROLINA	**COLUMBIA**
PALMETTO	**SPARTANBURG**
CAROLINA	**ORANGEBURG**
CAPITOL	LAURENS
STAR	BLACKSBURG
GRAND	GREE
CAROLINA	LEXINGTON
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ARKANSAS

CENTER	**LITTLE ROCK**
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VOL. 71. NO. 26 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 6, 1952 TEN CENTS

US Production In U.K. May Key New Pact

Say 'Inducements' May Be Offered; No 'Decree'

By PETER BURNUP

LONDON, Feb. 5.—Whitehall officials are thinking at the moment of ways and means virtually of enforcing American production here as a *quid pro quo* in any deal they make with representatives of the American motion picture industry for the conversion of sterling during the second year of the current monetary agreement.

It is not suggested that the "enforcement" be statutory but that much stronger "inducements" to American production here be devised. The present

(*Continued on page* 8)

Rank's Davis Starts Round-World Trip

LONDON, Feb. 5.—John Davis, managing director of the J. Arthur Rank Organization, will leave here by plane tomorrow on a month's business trip to Australia and the Far East. He will return here by way of New York, stopping there to catch up on any late developments which may occur in connection with the proposed consolidation of Universal Pictures with Decca Records.

His trip into world territories administered by Rank's export chief,

(*Continued on page* 8)

Arnall Reportedly Rejects Gov't Post

Washington, Feb. 5. — Ellis Arnall, president of the Society of Independent Motion Picture Producers, has reportedly turned down a presidential offer of the Government's Price Stabilization post.

The job was understood to have been offered to Arnall by President Truman last week, and he returned to Atlanta to consider the offer. Stabilization officials said the Georgian has now notified the White House he did not want the job.

1,412 UK Exhibitors Failed to Meet '51 Film Quota of 30%

LONDON, Feb. 5.—Film quota relief was granted to 1,412 exhibitors during the year ended Sept. 30, 1951, a Board of Trade analysis of the Working Quota Act reveals.

The relief granted to the exhibitors ranged from 25 per cent to 10 per cent, against the statutory quota of 30 per cent. Taking such relief into consideration, the operative quota for the country as a whole becomes 25.6 per cent. The average proportion for the countrywide exhibition of British films reached 28 per cent.

Of 4,585 exhibitors making returns, only 771 defaulted on the first feature quota, compared with 2,335 in the previous year when the statutory quota was 40 per cent. Trade observers say this clearly indicates the impracticability of the previous quota.

On the other hand, 2,340 exhibitors

(*Continued on page* 8)

Buchman Gets House Contempt Citation

WASHINGTON, Feb. 5.—By a unanimous 314-to-1 vote, the House today agreed to cite producer Sidney Buchman for contempt of Congress for refusing to answer a subpoena to testify before the House Un-American Activities Committee.

It is now up to the U. S. District Attorney to start court proceedings. Buchman faces a prison sentence of one year and a fine of $1,000 if convicted.

Rep. Walter (D., Pa.) pointed out that Buchman had admitted to the Committee in Hollywood that he had been a Communist, but said the legislators wanted him recalled to answer questions about the financial backing of the party in Hollywood.

Earlier, William Pomerance, former

(*Continued on page* 10)

Golden, Golob Head WB Promotion Here

Gil Golden, advertising manager, and Larry Golob, Eastern publicity director, will continue to head the Warner home office advertising and publicity departments, Mort Blumenstock, advertising - publicity vice-president, announced yesterday.

Both will continue under Blumenstock's supervision from the company's Burbank studios when he arrives at his new headquarters there around Feb. 15. Blumenstock expects to make frequent trips to New York.

ALLIED APPROVES ARBITRATION PLAN

Pinanski Cited for 'Brotherhood' Effort

Boston, Feb. 5. — For his "efforts in promoting goodwill between peoples regardless of their race, creed or nationality," and for his charitable work in general, Samuel Pinanski, president of American Theatres Corp. of Boston, last night was presented with a special citation by the Sentry Lodge of B'nai B'rith. Held up until the close of the meeting at Temple Keluleth Israel in Brookline, the citation took Pinanski completely by surprise.

As reported a week ago, Al Schwalberg, president of Paramount Film Distributing Corp., was also awarded a Sentry citation, for "service to America, to B'nai B'rith and to the Jewish community."

Didn't Handle Trade Practices: Balaban

WASHINGTON, Feb. 5.—Paramount Pictures' president Barney Balaban said today that he had not concerned himself with any of his company's trade practices until they were declared illegal by the Supreme Court. After the court decision, he declared, "I made my study and issued instructions to conform to the decree."

He made these statements in response to questioning from Federal Communications Commission attorney Frederick Ford in the second phase of the Commission's catch-all hearing. The first phase, a short one, dealt with

(*Continued on page* 4)

24 Vice-chairmen for Drive for NCCJ

Entertainment industry leaders will serve as vice-chairmen of the 1952 fund-raising drive of the National Conference of Christians and Jews, George P. Skouras, who is chairman of the amusements division, announced here.

Eric Johnston is chairman of "World Brotherhood Week," Feb. 17-24, which will highlight the drive. J.

(*Continued on page* 10)

Includes Film Rentals, Possible Cash Damages; Headed to Distributors

WASHINGTON, Feb. 5. — Allied States Association's board of directors today approved for submission to the distributors a fairly detailed proposed arbitration plan, suggesting arbitration of rentals, competitive bidding, other trade practices and possibly even monetary damages.

Making only two small changes, Allied's arbitration committee and the board stamped an okay on a 16-page memo drafted by general counsel Abram F. Myers. To be presented to the distributors "promptly," the Allied plan is both the most detailed and most comprehensive of any arbitration proposal recently made in the industry.

Approval of the arbitration plan was the main action at the opening session of Allied's mid-winter board meeting at the Statler Hotel here. The session will conclude tomorrow with taxes, film rentals and election of officers high on the agenda.

Myers said it would be up to the distributors to call an all-industry conference on arbitration, or invite other groups to discuss the Allied plan. Allied's arbitration committee has full power to carry on further negotiations, the board stipulated.

Highlights of the Allied draft are:

The plan is only the first draft of what Allied wants arbitrated and the mechanics of the proposed arbitration system —further details must wait on a show of interest from the

(*Continued on page* 5)

ATO of Oklahoma Is Admitted to Allied

Washington, Feb. 5.—Allied Theatre Owners of Oklahoma was today admitted to membership in Allied States Association by the Allied board meeting. Not counting Eastern Pennsylvania Allied, which is still suspended, the Oklahoma unit becomes national Allied's 20th member. The status of the Eastern Pennsylvania unit might be reexamined at the concluding board meeting tomorrow.

Personal Mention

DAVID H. COPLAN, managing director of International Film Distributors, Ltd., has arrived in New York from London on a six weeks trip which will include a visit to Hollywood.

•

George Bilson, RKO short subjects producer, is in New York for conferences with Harry Michalson, RKO Pathe president, and Sid Kramer, RKO Radio shorts subjects sales manager.

•

Alfred Corwin of the Motion Picture Association of America's New York press relations staff, was in Hartford yesterday.

•

Richard A. Harper, M-G-M circuit sales representative, will leave here tomorrow for Albany and on Friday will be in Gloversville.

•

Charles M. Amory, sales vice-president of Souvaine Selective Pictures, Inc., is in London from New York.

•

B. H. Rosenwald, Boston M-G-M manager, has returned there following a visit to the home office.

•

F. J. A. McCarthy, Universal's Southern and Canadian sales manager, left here yesterday for New Orleans.

•

Alfred Crown, Samuel Goldwyn sales vice-president, has left here for Mexico and South America.

•

Walter Reade, Jr., has returned to New York from the Coast for his father's funeral.

•

Phil Williams, March of Time theatrical sales manager, returned here from the Coast yesterday.

Yates Leaves Friday On Trip to Europe

Herbert J. Yates, Republic Pictures president, and William Saal, his assistant, are scheduled to leave here Friday for Europe to visit both England and the Continent.

In England, they will join Richard Altschuler, head of Republic Pictures International, at a premiere on Feb. 25 of Republic's "Thunder Across the Pacific," in Manchester. High ranking officers of the American and British Air Forces and civic dignitaries will be premiere guests.

Rosenfield Will Head IFE Public Relations

Jonas Rosenfield, Jr., has been appointed director of public relations for the Italian Film Export, Italian agency formed to promote the distribution of films of that country in the American market.

Rosenfield previously was an executive in the home office ad-publicity department of 20th Century-Fox, and assisted in the planning of the "Movietime in Texas" campaign.

Review

"Viva Zapata"

(20th Cenutry-Fox)

THE idealism and intrigue, courage, treachery and savagery that may have, and probably did, comprise the Mexican insurrections beginning about 1909, have been marshalled for exceptional dramatic effects in this John Steinbeck story, produced by Darryl Zanuck, directed by Elia Kazan and starring Marlon Brando as Zapata. Exhibitors know that a collaboration of these artisans is bound to result in a distinctive production. It is authentically staged, finely directed and acted convincingly. It has plenty of action, a fair measure of romance involving Brando and Jean Peters, and a proper leavening of lighter moments. Its exploitation possibilities are numerous and, properly utilized, should assure top business in most situations.

Brando, as the illiterate Mexican Indian, Zapata, who became a national hero, leads an uprising of farmers when President Diaz fails to give them satisfaction for confiscated lands. Zapata is joined by Francisco Madero, played by Harold Gordon, and their campaign against Porfirio Diaz succeeds. Made a general by Gordon, Brando wins and marries Miss Peters, whose father had prohibited the marriage while Brando was an outlaw.

Their peaceful interlude is short-lived as the military, led by General Huerta (Frank Silvera), conspire against Madero and eventually lure him to execution. Joining the forces of Pancho Villa (Alan Reed), Zapata's band again wages a successful campaign, at the conclusion of which, with Villa's urging, Zapata becomes president of Mexico. While visiting his native village to right new injustices, the military in Mexico City again seize the initiative and plot Zapata's death. He is lured to his destruction by a ruse and his bullet-riddled body is dumped in the plaza of his village. Before his death, Zapata has told his wife that the people no longer need him—they are strong and strong people do not need a leader.

The cast is uniformly good, with Anthony Quinn, as Zapata's brother; Joseph Wiseman, as a political zealot, in addition to those already mentioned, contributing performances of substance. The killing is on a wholesale scale and, in some instances, is dwelled upon by the camera with an intimacy and deliberation that may prove rather strong for the sensitive. All technical work connected with the production is excellent.

Running time, 113 minutes. General audience classification. For March release.

Sherwin Kane

O'Donnell, Mayer in Star Tour Huddles

Preparations for the forthcoming "Movietime U. S. A." personality tours were advanced yesterday in discussions here between Robert J. O'Donnell, national director of the "Movietime" campaign, and Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, which will sponsor the tours.

O'Donnell indicated that the tours will be patterned after those conducted last year except they will be spread over several months rather than all be made at once throughout the country within a short period. The Motion Picture Association of America member companies have pledged $150,000 to finance the tours.

Mayer and O'Donnell today will resume their talks on the subject. On Friday O'Donnell, head of Interstate Circuit of Texas, will leave here for a Mediterranean tour, "the first vacation I'll have had in 25 years" O'Donnell arrived in N. Y. Monday.

Services Here Today For Walter Reade

New York City and Asbury Park offices of Walter Reade Theatres will be closed all day today and all 40 theatres in the circuit will be closed during the afternoon, in memory of Walter Reade, pioneer exhibitor, who died here Monday after a long illness.

Funeral services will be held at 10 this morning at the Universal Chapel. Interment will be private.

1952-53 Paramount Shorts Total 64

A total of 64 shorts—40 with color in Technicolor—will be released by Paramount during the 1952-53 season, Oscar A. Morgan, short subjects sales manager, disclosed here yesterday in New York.

The schedule includes eight Popeye cartoons, four Popeye Champions, six Noveltoon cartoons, four Herman and Katnip cartoons, six musical Kartunes, six Casper cartoons and six two-reel musicals, all in Technicolor. There will also be six Pacemakers, 12 Grantland Rice Sportlights and six Toppers.

Schine Disposes of Another Theatre

Buffalo, Feb. 5.—Federal Judge Harold P. Burke has approved the sale of the Lake Theatre in Canandaigua by Schine Chain Theaters to James J. Mirras of Canandaigua. Schine, under Federal Court order to sell some of its holdings, told the court it has contracted to turn over the theatre for $40,000. Mirras, an ice cream and candy manufacturer in the town, is to take ownership on Feb. 16 and plans to continue operating the place as a theatre.

Last month, the Department of Justice agreed to a new plan for divestiture under the Schine decree which will give the circuit an additional year to dispose of the remaining 25 theatres which Justice requires them to relinquish.

Newsreel Parade

GEN. EISENHOWER and Newbold Morris are among those in the news in current news reels. Other items include the crucial international situation, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 12—Eisenhower inspects NATO forces. Former Japanese naval commander visits Iwo Jima. Fashions. Counterpoint loses big race. Walking backwards. Ski thriller in snow storm. Olympic skaters.

NEWS OF THE DAY, No. 246—Trouble in Indo-China and Tunisia. Eisenhower says Allies will stand firm. Billy Graham. Iwo Jima pilgrimage. Princess and Prince on new tour. Ice stars head for Olympics. Racing in reverse. World's richest race.

PARAMOUNT NEWS, No. 49—Newbold Morris. Stanton Griffis. Billy Graham. British royalty on tour. Battle in Indo-China. Basketball. Upset in richest horse race. Figureskater Dick Button tunes up. Backward walker.

TELENEWS DIGEST, No. 6A—Troops for Korea in Japan. Refugee success story. Billy Graham. Iwo Jima. Olympic skating.

UNIVERSAL NEWS, No. 532—Tunisia. Newbold Morris appointment. Jewel thieves. Korean "West Point". Rome fashions. Backward walker. Sport flashes. Olympic skater. Maturity race.

WARNER PATHE NEWS, No. 51—Royal couple begins tour. Eisenhower reviews army. India independence. South Korean "West Point". Billy Graham. Eddie Cantor honored on 60th birthday. Iwo Jima. Olympic skaters. World's richest race.

To Follow Garland With Variety Show

The program to follow Judy Garland at the RKO Palace here is virtually completed. Replacing the current show, which will now wind up on Feb. 24, will be a number of headliners and top vaudeville acts, rather than a show built around one personality. The top names and acts will be announced later, management stated.

Meanwhile, the RKO Palace announced that Miss Garland will remain an extra week. For the final and 20th week, the Palace has scheduled 11 performances—five matinees and six evening shows.

Nine Key Theatre 'Zapata' Openings

The 20th Century-Fox-Darryl F. Zanuck production of John Steinbeck's "Viva Zapata!" will have nine key theatre openings this month. In each case, intensive advertising, publicity and exploitation precede the premiere.

Theatres and dates are: Miami, Carib and Miracle theatres, Miami, Feb. 14; RKO Grand, Chicago, Feb. 20; Metropolitan, Boston, Feb. 21; Paramount, Rochester, Feb. 22; Imperial, Toronto, Feb. 22; Palace, Washington, Feb. 27. The film will have its world premiere tomorrow at the Rivoli in New York.

Services for Lee Goldberg

Cincinnati, Feb. 5.—Services were held here Sunday for Lee Goldberg, 65, holder of the local Realart franchise, who died suddenly at his home of a heart attack. Goldberg, formerly operated 30 theatres in Kentucky. He is survived by the widow, a son and daughter.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"THE ONLY THING I HAVEN'T GOT IS A MOOSE HEAD!"

"Want to borrow a couple of trophies, loving cups, medals?"

"I've got a million of 'em!"

"Awards for top pictures, top stars, top producers—pardon me for pointing but the year-end surveys are, as usual, very M-G-M!"

"I'm not resting on my film-can, either."

"Wanna make a bet about next year's high-spots?"

"These M-G-M pictures, every one of them, will be box-office toppers! Naturally 'QUO VADIS'! And these: 'BELLE OF NEW YORK', 'SINGIN' IN THE RAIN', 'SKIRTS AHOY!', 'LOVELY TO LOOK AT', 'SCARAMOUCHE', 'IVANHOE', 'THE MERRY WIDOW', 'BECAUSE YOU'RE MINE' (all the foregoing Technicolor); 'THE WILD NORTH' (new Ansco color); and 'CARBINE WILLIAMS'."

"Here's a bit of advice about your Easter booking."

"I've been singing the praises of 'SINGIN' IN THE RAIN', but you should have heard that Preview audience in California last week. They tore down the house. This is the best musical the public ever saw, bar none. Perfect for the holidays! Let me say Happy Easter right now."

(Signed) Leo ← my paw podner

P. S. Keep M-G-Minded. It's good for you!

Full-scale N. T. Meet on Divorce

Los Angeles, Feb. 5. — National Theatres division presidents, meeting here with company president Charles Skouras have worked out a complete agenda for a four-day meeting on March 24-27, to be attended by all NT executives, department heads, film buyers, district managers, and merchandisers, at NT headquarters. The effects of divorcement on the circuit's operational policies, and details of the annual business-building drive beginning in April and running through July will be the principal matters on the agenda.

Waugh, Voepel Up For '702' Presidency

George Waugh, secretary-treasurer of IATSE Laboratory Technicians Local No. 702 here, has been nominated administration candidate for the presidency of the local. He will be opposed in the balloting on Feb. 16 by Charles Voepel, candidate of an independent faction.

The presidency was vacated on Feb. 1 by John Francavilla who on that day became international representative of the IATSE's new redio-television division, a post created by "IA" international president Richard F. Walsh.

Balaban, Trade Practices

(*Continued from page* 1)

the question of Paramount's control of Allen B. DuMont Laboratories, Inc. The current phase, which opened yesterday, is expected to last from six to eight weeks.

Balaban also told FCC hearing examiner Leo Resnick that he believes pay-as-you-go television is the answer to the high cost of sponsored television programs.

Asked by Ford, "In regard to all trade practices which the Supreme Court considered discriminating, you were not concerned, but the sales department was?" Balaban replied affirmatively. When the court declared them illegal, he said, the company's legal staff held seminars with Paramount salesmen all over the country and "did their best to acquaint them" with the court's interpretation.

Questioned at length and in great detail by Ford on his knowledge of Paramount's trade practices up to the time of the Supreme Court decision, Balaban declared that:

He knew of no situation where his company had refused product to anyone;

Paramount was not in a position to give product to everybody who asked for it and that based on a general appraisal of each picture which was given to the sales department, the department got "the maximum rental out of the product;"

He would have no way of knowing if anyone in the sales department withheld films from affiliated theatres;

He had not approved of any pooling arrangements made with Paramount's affiliated theatres or any of the major's theatres. "I knew that there were some pooling arrangements," he declared, "but I did not know the exact number until they were declared illegal and Leonard Goldenson gave me a list;"

Worked out Formula Deals

He and Paul Raibourn, company vice-president, had worked out formula deals "as some means of avoiding the cut-throat attitude which existed between the salesman and the buyer." He said he had never received any complaints from independent theatre owners as a result of formula deals;

He had "never heard of any other way of buying films" other than through master agreements and block-booking. He didn't consider these methods illegal, he declared, but when they were so determined by the court he "abandoned the practice." Under the block-booking arrangements, he stated, "films were sold to the man who could pay the most money and whether he bought more or less didn't matter as long as the total amount of money from an area was enough to pay our expenses;"

He didn't know if the Paramount sales department had entered into contracts allowing chains a greater degree of cancellation than independents were given;

He made no policy on runs and clearances regarding theatres owned by other major producers but the sales department did;

He received no report if the theatre department decided to close a theatre.

Reached Conclusion

Balaban declared that he had reached his conclusion concerning the value of pay as you see television after the consent decree and that his company had decided to give Zenith films for its Chicago Phonevision test after it had invested in International Telemeter Corp. He decided to give Paramount films for the experiment because Phonevision was "so simple" and made pay as you see television practical."

The Paramount head was then asked by Ford why his company waited from the time of Zenith's request for films early in 1950 until "the end of 1950" before giving Zenith films. "I didn't think Phonevision was the answer to pay as you see television," Balaban replied. "I didn't think it was a practical system. It was too involved."

Further questioning on Phonevision was stopped after Paramount attorney Paul Porter said he would prefer to put the complete story of the dealings between Zenith and Paramount in the record at a later date.

Balaban said he didn't know whether his company planned any kind of television network since nothing could be done about it anyway until the question of DuMont's control was cleared. His company had reached no conclusion on programming television stations through the network of Paramount's 31 exchanges, he said.

He discussed a deal made at the end of 1950, for the use on television stations of Paramount's 1500 to 1800 shorts but said it had fallen through because the prospective buyers had no money. He declared that his company had no plans to provide "large quantities" of its films to the new company that would result from the proposed merger of the American Broadcasting Co. and United Paramount Theatres. He repeated earlier statements, however, to the effect that his company was "ready to consider the sale of features for television with anyone who comes along with real money and who can pay a fair price for them."

"Nothing would please me more," he said, "than to see the day when we can liquidate our inventory" by selling films from Paramount's library for use on television stations.

5 to Decide on CompoAdPlan

Five industry advertising-publicity executives have been designated as a sub-committee of the Motion Picture Association of America's ad-publicity directors committee, to reconcile several points of view which have arisen concerning newspaper layouts for the Council of Motion Picture Organizations' projected second advertising campaign.

The sub-committee includes: Howard Dietz, M-G-M; Charles Einfield, 20th Century-Fox; Mort Blumenstock, Warner Brothers; Jerome Pickman, Paramount, and Charles Simonelli, Universal. Simonelli is chairman of the MPAA ad-publicity directors group.

The five will be charged with "synthesizing the thinking" embodied in suggested COMPO advertisements submitted for consideration by Loew's, Warner, 20th-Fox, Paramount, Universal and United Artists.

'Vets' Won't Picket Films with 'Reds'

HOLLYWOOD, Feb. 5.—The American Legion movement started by the Hollywood Post to picket films with which Communists or Communist sympathizers are considered identified was voted down by the Southern California area Legion at a meeting held in Riverside, pending action by the State Legion at Fresno in August. Decision was taken, however, to publish the names of such pictures and personnel in *The American Legion Magazine.* The Legion picketing movement was among matters discussed during a Theatre Owners of America board session on public relations here last week.

Materials Forms Out This Week

WASHINGTON, Feb. 5. — The National Production Authority said it will mail out this week application forms for third quarter use of controlled materials.

Deadline for filing the completed forms is March 1. Film division officials stated they would release within the next few days more detailed directions for filings by theatre and film equipment manufacturers.

THE MOST EXCITING CHASE OF THE YEAR!
"THE GREEN GLOVE"
Another BIG ONE thru UA
"Fascinating manhunt! Crisp and exciting entertainment!"
—M. P. Daily

Allied Arbitration Plan Proposals

Require Okay Of Justice And NY Court

(*Continued from page* 1)

distributors.

Allied will transmit the plan to the distributors and leave it to the latter to carry on from there—to negotiate with Allied, with Allied and other groups, or just forget the whole matter.

Allied demands that any plan finally agreed on by the industry must be okayed by the Justice Department and the New York Statutory Court and included as an amendment to the Paramount case decrees. It must be voluntary, but the parties should agree in advance in each case to be bound by the arbitration awards.

Arbitration should cover rentals, competitive bidding and runs, clearance and prints, forcing of pictures, contract rights, and, if the distributors want, damages.

Must Be Simple

The set-up must be simple and inexpensive, probably by three-man boards with a different board in each case. Use of lawyers to represent parties would be held to a minimum.

Myers said the board had gone over his memo "paragraph by paragraph and approved it in general for transmission to the distributors as a basis for discussion." He said Allied's arbitration committee would have "broad discretion" in negotiating further with the distributors and is not necessarily bound by the memo. The committee can take any new stand it feels necessary to get better terms for the independent exhibitor, he explained.

Here is a summary of Myers' memo on a proposed arbitration plan, as approved by the Allied board today:

Myers said the Allied convention last fall had endorsed an arbitration system broader in scope than anything ever before employed in the industry, and that there are no "exact precedents" for many of the proposals being made. "But there must be a first time for everything," he declared. "The motion picture business today is facing conditions never heretofore encountered even by its most venerable members. The familiar measures for dealing with those conditions, and for adjusting internal differences, have proved inadequate."

Must Set up Method

It is imperative, he reported, that a method be set up to settle intra-industry disputes expeditiously and at minimum expense, and that the industry be spared the distraction incident to internal conflicts so that "its members can concentrate on measures for ending the current box-office recession."

Myers made it clear Allied could not enter any arbitration plan that had not been "expressly approved" by the Department of Justice and accepted by the Statutory Court as an amendment to the Paramount case decrees. "Indeed," he declared, "I would be reluctant to have Allied even enter into discussions with representatives of other industry branches on competitive practices unless all parties contemplated submission of any resulting plan to the Department before putting it into effect. The industry cannot in the present critical state of its affairs risk further violations of the anti-trust laws."

Justice Douglas' opinion in the Paramount case specifically said the District Court had the power to authorize a voluntary arbitration system, Myers pointed out. He said this reference "necessarily implies that it would be proper for the parties to discuss all phases of such a system in endeavoring to formulate a plan for submission to the attorney general and the court. So long as we proceed along these lines, confining our joint activities to the establishment of an arbitration system, our actions will be legally unassailable."

In Memo Form

Myers said the Allied plan was in memo form rather than as an amendment to the proposed decree because Allied was not actually a party to the Paramount suit nor could it present motions to the court; because "none of the distributors has given assurance it favors an arbitration system, much less the one herein outlined"; and because the distributors would probably want to study the plan carefully and call a general industry conference before agreeing to it.

Only 5 Showed Interest

Besides, Myers said, only the five former theatre-owning distributors have indicated any interest in arbitration. He said Columbia, Universal and United Artists did not join in arbitration under the early Paramount consent decree, and "I have no reason to suppose they want to arbitrate now." Other distributors who were not party to the Paramount suit will not submit to the New York court's jurisdiction in order to be bound by the arbitration amendment to the decree, he predicted.

"It is even possible," he said, "that some of the ardent and vocal advocates of arbitration as an abstract proposition may revise their views when they become aware of the difficulties involved and realize there is no positive guarantee that arbitration will materially reduce litigation."

To conform to the Supreme Court opinion, Myers said, resort to arbitration by any exhibitor must be voluntary, not compulsory; and the plan must provide that the existence of the arbitration system does not bar anyone from resorting to other legal remedies, such as private anti-trust suits. Myers specifically added, however, that this does not mean an exhibitor could try arbitration and then, if dissatisfied with the award, file a law suit based on the same claim. "In order that the awards may be enforceable under the various arbitration statutes," he said, "the parties to the controversy would have to agree to abide by the award."

Myers pointed out again that no arbitration system is really necessary and exhibitors and distributors can always arbitrate their disputes merely by agreeing to do so. The advantages of an arbitration system, he said, are "that the distributors will agree in advance to arbitrate all cases within the purview of the system; a set of standards or measuring rod can be provided for the guidance of the arbitrators in their deliberations; and uniform rules and procedures can be adopted."

Myers said many supported arbitration as a means of "reducing the flood of litigation which threatens to engulf the film companies." He pointed out, however, that even with an arbitration system, exhibitors retain their right to bring private anti-trust suits.

Practical Relief

"Perhaps the most we can hope to do," he stated, "is to erect tribunals where an exhibitor who seeks prompt practical relief in the field of trade practices, rather than damages, can obtain the same at little or no cost." He said this might cut the number of future court cases and might even transfer to arbitration some pending court suits.

But he said there is no asursance that any exhibitor will resort to arbitration rather than to the courts, and anyhow, in many cases, exhibitors must ask for damages as well as injunctive relief because of their limited means and the willingness of many lawyers to take the cases for court-allowed fees and a share of the damages.

"Of course," he continued, "if the film companies care to risk the experiment, there is another way in which claims for damages might be deflected from the courts in arbitration. That would be to empower the arbitration boards to award damages allegedly resulting from violations of the Sherman Act." Myers said he would empower the boards to award actual damages and, in aggravated cases, punitive damages up to twice the amount of the actual damages. He said he would not give the boards power to award treble damages in all cases.

Myers said he did not feel the arbitration of anti-trust damages would be too feasible where the distributor claimed innocence, but that it might be very feasible where the distributor admits guilt and the only question is fixing the amount of damages.

Other subjects which Allied would arbitrate included film rentals, competitive bidding and runs, clearance and prints, forcing of pictures and setting of admission prices, and contract rights.

Most Controversial

Film rentals, Myers said, was the most controversial of all the proposals in the Allied convention arbitration resolution.

Trust Suits Still Possible Under Plan

He admitted that if all or even a substantial number of film deals were submitted to arbitration, the industry "would quickly grind to a halt." However, he said, he did not think there would be as many such cases as feared. He pointed out arbitration involves some delay and theatre owners like to play as close to release dates as possible; that the complaining exhibitor would have to make an initial deposit and might have to pay costs if he did not make good on his complaint; and that the exhibitor would have to disclose full details of his operations to back up his complaint, and "many exhibitors would not want to do this unless in dire need of relief and confident they could make good on their claims."

'Reasonable Safeguards'

Moreover, he continued "as reasonable safeguards against such a debacle," the right of an exhibitor to call for arbitration of rentals "might be made dependent" on proof that he had tried in good faith to negotiate with the distributor for the films and had been refused a license except on terms that would not cover his overhead and operating expense plus a fair profit.

On competitive bidding and runs Myers said exhibitors have violently attacked competitive bidding and distributors have said they also disliked it and have used it only to protect themselves against lawsuits. "Both can be relieved from competitive bidding and the distributors can better be protected against lawsuits by a broad provision for arbitrating controversies over runs, to be incorporated in the decrees," he said.

Cites Consent Decree

Myers said Chapter X of the 1940 consent decree provided for arbitration of run disputes and "stands as a judicially approved precedent for the arbitration of runs." Allied proposes now, he continued, to revive Chapter X, eliminate various hampering restrictions it contained, and revise it to permit the arbitration of an exhibitor's claim that he operates a theatre appropriate for feature showings of a certain run and that the distributor (or distributors) has refused to license him sufficient suitable features by "normal distribution methods—that is, without competitive bidding," to enable him to operate successfully on that run.

Chapter X, Myers recalled, listed numerous factors to be taken into account in deciding which of two contending theatres was entitled to a run, leaving it to the arbitrator to weigh the factors. "These factors might serve as a yardstick in a revival of arbitration over runs," he said.

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91 Chicago Houses Closed in 1951

CHICAGO, Feb. 5.—Ninenty-one motion picture theatres went out of business here last year according to City Collector William T. Prendergast. He said that many of the 275 theatres now open are operating on a part time basis, some of them three days a week and others weekends only, in a statement issued here today.

Paramount's On Top With T

Mightiest of Boxoffice
World Pre-Release Engagement, Ra

CECIL B. DEMILLE'

THE
GREATES
O

Color by
TECHNICOLOR

starring BETTY HUTTON ☆ CORNEL WILDE ☆ CHARLTON HESTON ☆ DOR LAM

Their biggest grosser is now the grossing sensation of Broadway . . .

DEAN MARTIN · JERRY LEWIS

in HAL WALLIS' production

SAILOR BEWARE

Bob's newest comedy is doing holiday business every day . . .

BOB HOPE · HEDY LAMARR

in

MY FAVORITE SPY

Greatest Shows On Earth!

At Its
Music Hall Now

SHOW
EARTH

Actually Filmed
Under The Big Top!

GLORIA
AHAME
JAMES
STEWART

Long run champion — with engagements extending up to three solid months . . .

KIRK **DOUGLAS**

ELEANOR **PARKER** · WILLIAM **BENDIX** in

WILLIAM WYLER'S Production of SIDNEY KINGSLEY'S

DETECTIVE STORY

COMING

Perlberg-Seaton's

AARON SLICK FROM PUNKIN CRICK

COLOR BY TECHNICOLOR

Leo McCarey's

My Son John

Perlberg-Seaton's

ANYTHING CAN HAPPEN

HAL WALLIS'

Red Mountain

COLOR BY TECHNICOLOR

U.K. Quota

(*Continued from page 1*)

defaulted last year, compared with 2,195 in the previous year, on the so-called "supporting program" of 25 per cent, consisting mainly of British documentary films and short subjects. The latter was interpreted as dispelling the unrealistic claim that documentaries have audience appeal.

Further evidence of the practicability of the 30 per cent quota is to be found in the number of theatres achieving or exceeding their given quota—3,415 last year, against 1,874 in the previous year. The average quota achieved by the major circuits which are required to comply with the full 30 per cent quota was 31.6 per cent.

Question Future of UK Film Financing

LONDON, Feb. 5. — Tom O'Brien, president of the National Association of Theatrical and Kine Employes and member of Parliament, on Thursday will put the question in Commons to Peter Thorneycroft, president of the Board of Trade, concerning the government's intention toward the National Film Finance Corp., government agency which supplies production financing.

It is understood that Thorneycroft proposes to answer the question noncommitally, perhaps stating that the subject concerns Chancellor of the Exchequer R. A. Butler and his new budget.

NFFC's funds are known to be nearing depletion and, without a further grant from the government, it is a question how long the agency will be able to continue.

Springhold Heads Dutch Distribution

AMSTERDAM, Feb. 5.—Fritz Springhold, prominent member of the Dutch film industry, has been elected president of the distribution section of the Dutch Cinema Association, a post he held once before shortly after the war.

Springhold, in addition to his distribution interests, has important holdings in about 20 theatres in the principal cities of Holland.

Craft Earnings Up

HOLLYWOOD, Feb. 5.—Weekly earnings of studio craftsmen during December were $107.01, according to the monthly report of the California Department of Industrial Relations. This compares with $103.04 in November and $105.02 in December a year ago.

Reviews

"The Big Trees"

(*Warner Brothers*)

EXPLOITATION-MINDED showmen will find a rich harvest of ideas in Warner Brothers' "The Big Trees." Dealing with logging operations in the California territory of 1900, it has such muscular sequences as the hero and villain battling to death at a cliff's edge, a daring train rescue just as it is hurtling to destruction and an assortment of other narrow calls. The picture is generous in production values, including color by Technicolor and a cast headed by Kirk Douglas, Eve Miller and Patrice Wymore.

Douglas plays the quick-talking, unscrupulous logging operator who schemes to get rich timberlands away from a sect of old settlers under a new law which has voided the old claims. Douglas maintains an outer semblance of ethics, thus Edgar Buchanan, his aide, and Miss Miller, a pretty widow member of the sect, think the world of him at first. Gradually, however, they learn of his conniving ambitions and friction results. For a time there is considerable warfare between members of the town and Douglas with strategy and maneuvers on both sides rising and falling.

Presently, however, the evil of Douglas' ways penetrates his conscience and he reforms. Now being on the side of truth and justice, he decides to help the "honest folks." At this point his chief adversary becomes John Archer, a villain conspiring against the sect for personal aggrandizement. Douglas sees to it that he gets his due. The screenplay, by John Twist and James R. Webb was directed by Felix Feist, with accent on action. Miss Wymore is an entertainer who eventually turns the cards on Douglas. Louis F. Edelman produced.

Running time, 89 minutes. General audience classification. Release date, March 29.

MANDEL HERBSTMAN

"A Tale of Five Women"

(*Morros-Wilson—United Artists*)

A SPRIGHTLY little comedy drama of many delights is offered in "A Tale of Five Women." High among its delights are glimpses into the five European cities where it was photographed—Rome, Vienna, Berlin, Paris and London. The idea for this Grand National picture, released through United Artists, was conceived by producer Alexander Paal. British actor Bonar Colleano plays the lead. Despite the picture's lack of potent marquee names, it should be greeted warmly, especially by the more discriminating audiences.

Colleano appears as a soldier and ex-circus performer who suffers from amnesia as a result of a fall. From the American sector in Berlin he is transferred to a hospital in America. It is there that the young man is anxious to recall his past. The only clue is a string of five bank notes he has from as many European countries, each bearing the signature of a different girl. Barbara Kelly, an attractive editor of an American magazine, conceives the circulation-boosting idea of sponsoring Colleano's trip back to the five countries in order to help him discover his past.

The tour through Europe provides some good documentary footage that in itself is worth the price of admission. Each of the five girls he meets again are strikingly beautiful. They are Lana Morris, Anne Vernon, Eva Bartok, Gina Lollobrigida and Karen Himbold.

After considerable adventure and incident, plus some large chuncks of comedy and drama, the jig-saw puzzle of Colleano's past falls into order, leaving him free to marry Miss Kelly.

In each city, a different director and crew handled the filming chores. The directors were: Rome, Romollo Marcellini; Vienna, Geza von Cziffra; Berlin, Wolfgang Staudte; Paris, E. E. Reinert; London, Montgomery Tully. The film is a presentation of Boris Morros and Maurice J. Wilson. The screenplay is the product of Richard Llewellyn, Piero Tellini, Guenter Weisenborn, Jacques Companeez and Patrick Kirwin.

Running time, 86 minutes. General audience classification. Release date, March 7.

M. HERBSTMAN

Set New Bob Hope Film

HOLLYWOOD, Feb. 5.—"Girls Are Here To Stay", a comedy musical with color by Technicolor, has been set as a Bob Hope starring vehicle at Paramount. Paul Jones will produce.

AMERICAN to LOS ANGELES
11 hrs. 20 min.
THE MERCURY—DC-6 SKYSLEEPER SERVICE
Lv. 12:20 a.m. EST—Ar. 8:40 a.m. PST

Slanting UK Films to US Market: Rose

British producers are making better films and slanting them more towards Anglo-American consumption, David Rose, president of Coronado Productions, declared here yesterday on his arrival from England on the *S.S. Queen Mary*. Another arrival on the same ship was Robert S. Wolff, managing director of RKO Radio Pictures, Ltd., London.

Rose, who brought a print of "Saturday Island," starring Linda Darnell, said that while here he intends to line up the cast for another picture to be filmed in June. He plans to make two pictures this year.

Wolff, who reportedly is here to arrange for the distribution in England of 16mm. RKO pictures, declined comment.

New UK Pact

(*Continued from page 1*)

agreement permits American companies to convert one-third of their investments in British production.

It can be stated with the utmost authority that there will be no repetition of the performance involving the imposition several years ago of the Hugh Dalton *ad valorem* duty on American film imports.

Chancellor of the Exchequer Richard A. Butler has told Commons that he plans—and indeed hopes—for a proper balance in sterling viz-a-viz the dollar in the second half of 1952. Britain's Treasury and Board of Trade appreciate that the crux of the American monetary agreement problem is how far the Chancellor can go and still leave this a worthwhile market to American film companies.

Butler informed Commons recently that consideration is being given to a reopening of the agreement before next Oct. 1, as permitted by its provisions, to seek means of conserving dollars. It is anticipated in Whitehall that American film industry representatives will be invited here for that purpose towards the end of June.

F. W. Allport, London manager for the Motion Picture Association of America, has returned here from New York and has expressed the opinion that nothing particularly deleterious to American interests will develop in the course of negotiations concerned with the agreement. He believes indeed that good may readily develop therefrom in certain respects. Allport is certain to go over the ground with Rupert Somervell of the Treasury well in advance of the formal talks.

Rank Charges Union Tactics Discourage U. K. Production

LONDON, Feb. 5.—J. Arthur Rank, in a recent address to an exhibitor meeting in Belfast, charged that the Association of Cine and Allied Technicians, production union, is responsible for discouraging American production here through imposition of unreasonable restrictions.

Tom O'Brien, head of the National Association of Theatrical and Kine Employes, who shares similar views, has approached the Electrical Trades Union with a plan for an alliance of film industry employes which would by-pass the ACT.

Rank's Davis

(*Continued from page 1*)

Ferdinand West, has provoked wide trade discussion here.

Davis plans to be back in London early in March. He will confer in Australia with Norman Rydge, Rank's associate there, and in New Zealand with Robert Kerridge. En route, he will meet in Singapore with Rank's Malayan associate, Loke Wan Tho, who controls numerous theatres there. He will also visit other Rank representatives in Rome, Singapore and Djakarta.

FILMACK MAKES BETTER
MAKES FASTER SPECIAL
TRAILERS
TRY US AND SEE!
CHICAGO 1327 S. Wabash
NEW YORK 630 Ninth Av

FRAMED Displayaways...

Away-from-theatre SHOWMANSHIP!

STATE
BAND OF THE RIVER
NOW SHOWING
CARY GRANT
BETSY DRAKE

Double
11 x 14

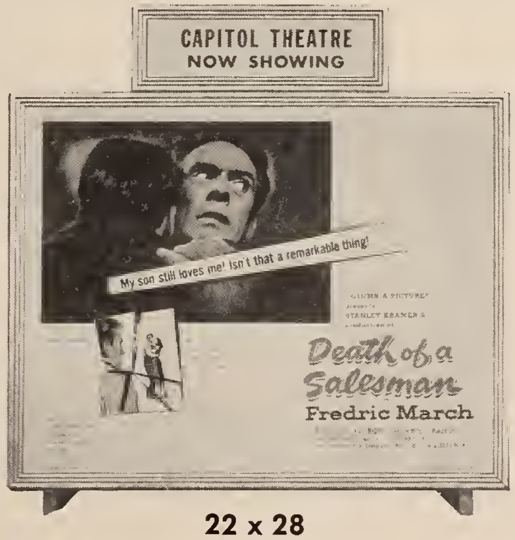
The new patron-pulling service . . . that provides colorful, eye-appealing advertising for placement in

● MERCHANTS' WINDOWS ● STORE COUNTERS
● HOTELS ● TERMINALS.

Handsomely mounted in *footed*, silver-colored frames to *tell* and *sell* the *big* story about your attractions!

GRAND THEATRE
NOW SHOWING
A GIRL IN EVERY PORT
GROUCHO MARX · MARIE WILSON · WILLIAM BENDIX
They're wolves in ship's clothing!

Single
11 x 14


CAPITOL THEATRE
NOW SHOWING
My son still loves me! Isn't that a remarkable thing!
STANLEY KRAMER'S
Death of a Salesman
Fredric March

22 x 28

RIALTO
NOW SHOWING
VIVA ZAPATA!
MARLON BRANDO · JEAN PETERS

14 x 22
Window Card

PALACE
NOW SHOWING
SHE CARED TOO MUCH ABOUT MEN... TOO LITTLE ABOUT RULES!
BETTE DAVIS
GARY MERRILL
Another Man's Poison

14 x 36

See your NSS Salesman or write
your nearest NSS
Exchange

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

NEWS in Brief . . .

MILWAUKEE, Feb. 5.—Sig Goldberg, president of Wisconsin Allied, and Harold Pearson, executive secretary, attended a meeting at Chippewa Falls of exhibitors in the Northwestern part of the state to explain in detail the workings of their organization.

New members signed up at the meeting include: Bruce Waters, Turtle Lake; Gordon Spiess, Glenwood; Pat Schannon, Amery; R. Habighorst, Owen; C. Hulbert, Carnell; David Hulbert, Augusta; R. Zielke, Bruce; George Johnson of Stanley.

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CHICAGO, Feb. 5. — January city amusement tax collections from theatres here (on December receipts) were $87,744.90, a drop of approximately five percent from $92,662.37 for the corresponding period last year. Collections from other amusements were off about 10 percent for the same period, falling from $50,163.27 last year to $44,307.93 for the month this year.

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HOLLYWOOD, Feb. 5. — Producer Grant Whytock has been signed by Walter Mirisch, Monogram and Allied Artists executive producer, to do four films for Monogram. His first will be "Wild Catters."

Whytock was previously associated with Edward Small.

3 RKO Re-releases During February

Three pictures will be re-distributed by RKO Radio this month, Robert Mochrie, RKO Radio sales vice-president, reports.

Walt Disney's "Snow White and the Seven Dwarfs" is in its third tour of the nation's theatres after a New England premiere, as previously reported. "The Hunchback of Notre Dame," co-starring Maureen O'Hara and Charles Laughton, and "The Cat People," co-starring Simone Simon and Kent Smith, are the other two.

Belgian Receipts Are Off Up to 40%

WASHINGTON, Feb. 5.—Receipts of Belgian theatres are down on an average of 10 per cent below those of the immediate postwar period, according to the U. S. Commerce Department, which said receipts of theatres in large cities are about 35 per cent to 40 per cent below the levels in the immediate postwar years, but that receipts in smaller towns have increased considerably.

Would Expand Mass. Tax

BOSTON, Feb. 5.—The joint legislative committee on taxation will, on Thursday, hear a bill to impose a tax on admissions to open air theatres and providing that the revenue derived therefrom be used for old age assistance.

De Toth Offers New Deal

HOLLYWOOD, Feb. 5.—Andre De Toth has submitted a deal for consideration to Columbia under terms of which he would direct "Black Friday," story backgrounded by the gold panic of the Grant Administration. Broderick Crawford would star.

Buchman

(*Continued from page* 1)

executive secretary of the Screen Writers Guild, appeared before the Committee but refused to answer practically all questions concerning alleged Red affiliations on the ground that the answers might incriminate him. He said he is not now a party member, but refused to say whether he was one "'last night" or any time in the past. Two previous witnesses had told the Committee Pomerance was a party member and a member of the Communist fraction in the SWG.

Committee officials said they had no further witnesses on tap for Washington hearings on Communism in Hollywood, but that the subject might come up again when they go to Los Angeles late this month or in March for further hearings on Communism in California.

Drop Kentucky City Ticket Tax Plan

FRANKFORT, Ky., Feb. 5.—Plans to sponsor a bill in the Kentucky legislature to let cities have the amusement tax revenues now going to the state have been dropped by the Kentucky Municipal League after State Revenue Commissioner Clyde Reeves said he could give no encouragement that the bill would pass.

Reeves explained the state amusement tax income has been budgeted for the next two years and the state needs the money. Under the measure proposed, if a city did not levy the tax, the state could continue to do so. The tax now yields about $1,500,000 annually. It was estimated the proposed legislation would have taken about $750,000 away from the state each year.

Introduce Bill to Aid Projectionists

ALBANY, N. Y., Feb. 5.—Senator William F. Condon of Yonkers has introduced a bill, supported by the IATSE and State Federation of Labor, which would require projection booths in places of public assembly to be equipped with facilities to promote the "general health," convenience and comfort of operators.

Theatre interests have opposed it in the past and will do so again. They say the present code for places of public assembly protects projectionists.

New Up-State Company

BUFFALO, Feb. 5. — Mercury-Cinema, Inc., a new corporation, has been formed here to operate jointly the Cinema and Mercury theatres. Officers are Philip Cohen and Morris Slotnick of Rochester, present operators of the Cinema; Dewey Michaels and his son, James. The latter, now manager of the Mercury, is to be general manager of the two local houses. Associated with the new set-up will be the Cinema in Rochester and the Midtown in Syracuse, both Slotnick-Cohen houses.

25-Cent GPL Dividend

A regular dividend of 25 cents per share on the outstanding common stock of General Precision Equipment Corp. was declared here yesterday at a meeting of GPL's board of directors. The dividend is payable on March 15 to stockholders of record on Feb. 25.

Oboler Sets 'New' Third Dimension Film For Release

HOLLYWOOD, Feb. 5. — Independent producer Arch Oboler has announced he will start production within a few weeks on a third dimension film for theatre exhibition. Oboler will use the Gunzburg Natural Vision process, demonstrated here last summer. The producer said he expects the picture will be released late this summer or early fall, although no distribution channel has been contracted for so far.

The process employs two cameras and takes two film strips, which are projected on a single screen from two synchronized projectors. Polaroid lenses are used both in the taking process and in the projectors, and audiences are supplied with spectacles with correspondingly differentiated panes. Projectors already in theatre booths can be used without alteration, is is said except as to directional rectification. Although third-dimensional use of the Gunsburg-processed picture requires two filmstrips, either of the strips can be used singly as a conventional motion picture.

Either "Spear in the Sand," or "He or She" will be the first picture filmed in the process, with Ansco color utilized.

$1,161,307 to Coast Charity from 18,330

HOLLYWOOD, Feb. 5.—Final report of the Permanent Charities Committee showed 18,330 industry members have subscribed $1,161,307 toward the year's goal of $1,350,000. PCC chairman Dore Schary said that sum will be substantially increased when a considerable number of liberal donors not yet accounted for make their contributions.

NLRB Asks Dismissal

WASHINGTON, Feb. 5.—A National Labor Relations Board trial examiner has recommended dismissal of charges brought by Studio Carpenters Local No. 946 against Jerry Fairbanks, Inc., and IATSE Local No. 44. The carpenters charged that IATSE had insited on Fairbanks hiring its members and had caused five Carpenters' Union members to lose their jobs. Examiner Martin S. Bennett found that the company actually was trying to hire an equal number from both unions, and that no discrimination against the carpenters was involved.

Lopert Sues Rossellini

I. E. Lopert, president of Lopert Films Distributing Corp., has filed suit in Rome against producer Roberto Rossellini over Western Hemisphere distribution rights to "Machine to Kill Bad People," which Lopert declares he has a contract for, and which Rossellini is said to have sold to someone else.

Palace to Reopen

CHICAGO, Feb. 5.—The RKO Palace theatre here will reopen tomorrow with the first attraction to be "Red Skies of Montana." The Palace, which went legitimate in September for the run of "Gentlemen Prefer Blondes" has been dark since late December.

NCCJ Drive

(*Continued from page* 1)

Robert Rubin is general chairman of the amusements division.

There are 24 national vice-chairmen of the entertainment division, as follows: Barney Balaban, Nate J. Blumberg, Harry Brandt, Max A. Cohen, Jack Cohn, Ned E. Depinet, Simon H. Fabian, Emil Friedlander, Leonard H. Goldenson, Will H. Hays, Ben Kalmenson, Harry M. Kalmine, John Reed Kilpatrick, Robert Mochrie, Louis Nizer, Charles M. Reagan, Herman Robbins, Alfred W. Schwalberg, Silas Seadler, Spyros P. Skouras, Nate J. Spingold, Richard E. Walsh, Herbert J. Yates and Max E. Youngstein.

Decision on Purchase Of Woods Upheld

CHICAGO, Feb. 5.—The Appellate Court of Northern Illinois today reversed its decision of last July in the suit against Edwin Silverman and Essaness over the purchase of the Woods Theatre Building from the Franciscan Fathers.

Today's decision upheld the decision of the lower court (which had ruled the purchase legal and valid) by a two-to-one vote of Judges Nieymyer, Burke, and Friend; thus, the verdict of last July, requiring Essaness to sell the building to the plaintiffs, Minnie Stern, Mrs. Selma Melvoin, Mrs. Bessie Altschuler, Mrs. Beatrice Glassner, Mrs. Ruth Booth, and James Booth on the terms at which Essaness bought it or to lease it to the plaintiffs for three years at the rental which was being paid to the Franciscan Fathers, was set aside. The plaintiffs now may appeal to the State Supreme Court.

Thompsons Named in Percentage Suits

MUSKOGEE, Okla., Feb. 5.—Four percentage actions were filed here in Federal Court against Claude E. Thompson and James P. Thompson, doing business as J. P. Thompson and Sons. Paramount, Loew's, RKO and 20th Century-Fox each filed separate actions involving the Sequoyah and Thompson theatres in Tahlequah.

Keaton, Wells, Johnston and Lytle of Oklahoma City represent the distributors, with Sargory and Stein of New York of counsel.

Chi.'s Grand Closes In Fight with Union

CHICAGO, Feb. 5.—The RKO Grand theatre, first-run Loop house here, has closed until further notice because of labor difficulties with the operators union. The crux of the situation is whether the theatre should have one or two operators per shift.

When the Grand raised its top to $1.25 during the run of "A Streetcar Named Desire," it had to use an extra operator per shift. Although the price scale has gone back to normal, with a 98-cent top, the union is insisting on keeping two men in the booth. RKO Theatres has gone to court in an effort to straighten out the disagreement.

Clagett Reports Here

Manning (Tim) Clagett, of the Motion Picture Association of America press relations staff, who has been working out of Washington, reported for duty yesterday at the MPAA's New York office.

New Gov't Plan To Aid Swedes

WASHINGTON, Feb. 5.—A new formula for government aid to Swedish film producers has been approved, and production of feature films resumed, U. S. Commerce Department film chief Nathan D. Golden reports.

Swedish producers suspended production at the end of 1950 as part of their drive for more government financial aid. The aid finally approved will reportedly not be enough to cover average losses, Golden aid, "but it is assumed that the major part of the suspended production will be resumed."

The aid equals 20 per cent of the government's share of the amusement tax collected on admissions to showings of Swedish films. Total aid is estimated to be about $444,000 annually. In addition, theatre owners have decided to contribute about one per cent to four per cent of their box-office receipts, depending on the size of the theatre, giving the producers another $135,000 annually, for a total financial help of about $579,000 a year. About 30 Swedish features are expected to be produced annually under the new set-up, Golden said.

SAG to Consider Proposal on TV Pay

HOLLYWOOD, Feb. 5.—The consideration of proposals by various Independent Motion Picture Producers Association members releasing through Monogram offering repayment to actors in films to be sold to television is on the agenda of the Screen Actors Guild board for its regular meeting next Monday night.

Pictures concerned were produced subsequent to August, 1948, which under SAG contract with studios cannot be turned over to television until producers have reached agreement with SAG on amounts and terms to be paid players appearing in them. Any action taken by the board will apply to specific pictures concerning which their producers have tendered specific repayment proposals, and will cover these pictures only.

Three New Ones for Brown at M-G-M

CULVER CITY, Feb. 5.—Clarence Brown, veteran M-G-M producer-director, is working on a program of three pictures. "The Plymouth Adventure," with Spencer Tracy, Deborah Kerr and Van Johnson tentatively set as leads, deals with the Pilgrims and the *Mayflower*. Second is "Two If By Sea," in which Clark Gable may star. Third is "Flesh and the Devil," a new version of the John Gilbert-Greta Garbo vehicle which Brown made originally for M-G-M in 1927. The film this time will star Ava Gardner, Ricardo Montalban and Fernando Lamas.

Canadian Film Board Made 167 in 1950-51

OTTAWA, Feb. 5.—The National Film Board of Canada in 1950-51 produced 130 major films, 37 news stories, 18 news clips and two trailers, the Canadian government reports, with the major films being divided into 68 English-language, 58 French-language and four in other languages.

Television--Radio

Comment and Opinion

THE Federal Communications Commission now not only has postponed the start of its theatre television hearings to March 10, but it has also widened the already considerable scope of the inquiry by adding two pertinent issues to the agenda.

For one, the Commission will go into the question of who should actually operate the theatre television service, if and when special channels are allocated. Then, too, it intends to examine various competitive angles and "standards of licensee" eligibility. The outcome of the ABC-UPT hearings currently going on undoubtedly is going to have an important bearing on the FCC's decision.

Meanwhile the list of witnesses slated to be heard at the hearings grows and there are strong indications that theatres will encounter headstrong opposition not only to any proposal that they operate their own stations for theatre TV, but also to the allocation of any channels whatever. In the long run, we will have large-screen television, and it will be in color, but it's going to take a fighting spirit to make it come off. Theatres need television and commercial television, searching for a convenient box-office, needs theatres.

☆ ☆ ☆

It isn't often that television goes out of its way to say kind words about the film industry and the tribute to the movies and their growth was therefore doubly welcome on the Ken Murray television show over CBS-TV last Saturday night. Murray had many complimentary things to say about the motion picture art in the course of his "Salute to Movietime, U. S. A." which traced the film from its earliest beginnings to the era of sound and, finally, to the modern screen drama as represented by a scene from Stanley Kramer's as yet unreleased picture, "High Noon." Buster Keaton and Billy Gilbert were seen in a skit and Ruby Keeler did a dance routine. The progress of the cinematic art was graphically and entertainingly illustrated with clips from many classics and old newsreels. It's a shame more film companies did not see fit to provide some footage for what proved to be a constructive program. Hats off to Murray for a job well done!

☆ ☆ ☆

Anyone listening to NBC's "The Big Show" Sunday night will readily agree with the critics who voted this hour and a half extravaganza of the air the Champion of Champions in MOTION PICTURE DAILY's 1951 radio poll for *Fame*. Tallulah Bankhead may be the star at the microphone, but it's time for a low bow to Dee Engelbach and his capable crew who make the program seem such an effortless succession of sparkling wit, humor, drama and song. Producer-director Engelbach handles his large cast with such skill that the carefully rehearsed show has a definite quality of spontaneity and relaxation. There is nothing quite like it on the air.

☆ ☆ ☆

Klaus Landsberg, the dynamic general manager of station KTLA in Los Angeles, had a message for New York advertising executives this week that should set them thinking. At a luncheon he said: "Television has the power to build its own stars. Just because an individual is a star in one medium doesn't mean he is a star in television. Why buy high-priced stars when we can build our own?" It may take time, but television is well on its way to following Landsberg's advice.

☆ ☆ ☆

Indicative possibly of a changing pattern in radio broadcasting, the CBS Radio network starting Feb. 17 will have 91 news broadcasts scheduled for each seven-day period, spreading over 16 hours and 10 minutes. On that date, Admiral Corp. will start sponsorship of a new 35-minute news show featuring Robert Trout, one of the best newscasters in the field. Television sill hasn't found a way to beat radio at the business of presenting a quick, precise news presentation.

☆ ☆ ☆

At Random: "Studio One" back to its old form on CBS-TV Monday night. A great show . . . Bea Lillie had 'em rolling in the isles in the story of her life on Ed Sullivan's "Toast of the Town." . . . The National Television Review Board has published its Citizen's Television Code in Chicago. On paper it sounds good. . . . Balaban & Katz opening its Garrick Television Center in the Windy City. It's supposed to be Chicago's most complete radio and TV studio. . . . Bertrand Russell, winner of the 1950 Nobel Prize for literature, to appear in a television film for NBC. . . . Movietime U.S.A. got quite a plug when the Lux Radio Theatre put on its excellent version of "Take Care of My Little Girl" Monday night over CBS.

FRED HIFT

'Peace Meet' Set in Mexico

MEXICO CITY, Feb. 5.—Representatives of all branches of the Mexican industry and leaders of the two big unions, the National Cinematographic Industry Workers and the National Cinematographic Production Workers, have been summoned by Antonio Uruchurtu, Sub-secretary of the Interior, to an emergency meeting in his office on Friday to seek solutions of various industry problems.

J. C. Lopez, director general of the National Cinematographic Board, and Eduardo Vidal Cruz, director general of the trade's own bank, the Banco Nacional Cinematografico, will attend the meeting, which is expected to result in the making of a peace pact between the unions, agreement to possible modifications of the new Cinematographic Law and the striking of a balance of harmony between producers, distributors and exhibitors.

SAG Signs Pact with 22 More Producers

HOLLYWOOD, Feb. 5.—John Dales, Jr., executive secretary of the Screen Actors Guild (AFL), reports that during the last few weeks, the Guild has signed union shop contracts with 22 more production companies. Twelve are primarily television film companies.

Regular theatrical film companies included Encore Films, Samuel Fuller Productions, G-H Productions, Paul F. Heard, Joseph Kaufman, Walter Lantz Productions, Mutual Pictures of California, all in Hollywood, and Ted Baldwin, Centaur Productions and Palisades Productions, (New York).

Television film companies signing the Guild contract were Allegro Pictures, Jimmie Allen Enterprises, Commodore Productions and Artists, Inc., Donlevy Development Co., Fantasy Films, Sam Kerner Productions, Krasne - Gross - Dewitt, Landmark Productions, Mark VII Productions, Scripture Films, Visual Drama, all in Hollywood, and Times Square Productions, New York.

WLW-TV in New Deal For Foreign Films

CINCINNATI, Feb. 5.—A new purchase of foreign films, including "Open City" and "Paisan," was concluded here by John T. Murphy, vice-president in charge of television operations for Crosley Broadcasting Corp.

The films—the distribution rights of some are owned by Joseph Burstyn—also include "The Quiet One," "The Battle of Rails" and "Forgotten Village.

Hyams Heads New Firm

J. S. (Jerry) Hyams, former vice-president in charge of sales of Commonwealth Films and TV, has been named president of Hygo Television Films, Inc., formed this week here.

TV PRODUCERS—
LAB. SERVICE
Original Reversal Developing
Reversal Work Prints from Positives
Fine Grain Negatives from Original Reversals
VIDEO FILM LABORATORIES
131 W. 23rd ST., N.Y., N.Y. WA 4-6156

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for

THE SNIPER

...They were all brunettes... all under 30

...and they all crossed the path of "THE SNIPER"

HISTORICALLY, OUR INDUSTRY LIVES IN THE PRESENT. SELDOM DO WE SET OUR SIGHTS — AND OUR HOPES — ON WHAT IS TO COME... ONE OF THESE EXCEPTIONS IS THE STANLEY KRAMER COMPANY PRODUCTION, **THE SNIPER**, AND THEREFORE IT JUSTIFIES THIS ADVERTISING SO FAR IN ADVANCE OF ITS RELEASE!

Columbia

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 27 NEW YORK, U.S.A., THURSDAY, FEBRUARY 7, 1952 TEN CENTS

Insider's Outlook

By RED KANN

ELLIS ARNALL abandoned the leather glove for bare knuckles when he charged "collusive practices are beginning to dominate the market with respect to competitive bidding. . . and. . . circuit monopolies 'wink' at one another when bidding for pictures." These allegations crop up with some regularity in conversation, but this is the first time they grace the permanent record via an executive as highly placed as the president of the Society of Independent M. P. Producers. If exhibitors are seething, they're exercising a form of self-control not hitherto suspected. . . . In this day of theatre divorcement and monopoly breakups, it is interesting to note as few as 70 independent and circuit exhibitors represented as many as 9,500 theatres at TOA's recent meeting in Los Angeles. If the dope is wrong, blame Charlie Skouras. He said it in the first place. . . . Now it's Milwaukee which is threatened with a release system similar to Chicago's under the Jackson Park decree. Eric, where are you?

■

They used to close down burlesque houses for pulling the kind of "blue" material Tallulah Bankhead used on "The Big Show" the other Sunday. . . . Allied no like TOA's move to go rugged individualist with its own campaign to repeal the Federal admission tax. Asks what's COMPO for? Others ask if this is the time, with or without COMPO. . . . New York exhibitors are very pleased with the upbeat in their public relations. More pleasing here would have been wider public recognition of Lynn Farnol who spearheaded the job. . . . Al Schwalberg rewriting Nick Schenck: "The bromide that there is nothing wrong with the industry that good films cannot cure is fallacious." . . . How's with Paramount and United Paramount? Barney Balaban says like a "divorced couple who didn't speak to each other." . . . Competitive eyes are scanning Universal's sharp business upbeat for deductions and conclusions which will help them do likewise. They hope. . . . The Department of Justice which has been investigating and investigating is about to find out how it feels. If you live long enough—.

Decree for Loew's Wins Court Okay

The Loew's consent decree aimed at divorcing the company's production and exhibition holdings into two separate companies was approved here by the three-judge New York statutory court yesterday.

Signing of the document came after there was no response to a question from the bench as to whether there were any objections to the decree, key provisions of which call for outright divestiture of 24 theatres in two years and conditional divestiture of almost 50 theatres.

Other provisions in the judgment

(*Continued on page* 5)

Arnall Seen Taking U. S. Price Post

WASHINGTON, Feb. 6.—Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, has reportedly changed his mind and agreed to take the job of the government's Price Stabilizer.

Only yesterday, it was reported that Arnall had turned down the post. According to the latest word, however,

(*Continued on page* 5)

U. K. Theatres Close For Death of King

London Feb. 6.—All theatres throughout the country were closed today following the death of King George VI. They will reopen tomorrow but will be closed again on the day of the King's funeral until 6:00 P.M.

All transmitters of the British Broadcasting Co. were shut down today, also, except for broadcasting of major news bulletins.

Studios Producing At Maximum, TOA Seminar Reveals

Hollywood's studios are turning out at present the maximum number of pictures possible with the facilities, skills and technical advantages available to them, Gael Sullivan, executive director of Theatre Owners of America, reported here yesterday following his arrival from the Coast, where TOA's board met last week.

Sullivan said this was brought out during the exhibitor-producer seminar which was held in conjunction with the board meeting. The production executives who attended the round-table parley gave it as their answer to ex-

(*Continued on page* 4)

TOA Says Its Arbitration Plan Jibes With Allied's

Allied's all-inclusive plan of industry arbitration closely resembles the Theatre Owners of America's, it was disclosed here yesterday by a TOA spokesman. He said that the two organizations have a "common meeting ground" on the subject.

It also became clear yesterday that now that Allied had made known the contents of its plan, distribution soon would arrange to call an all-industry conference to determine if a system of industry arbitration could be established to the satisfaction of exhibition and distribution.

TOA meanwhile continued to withhold the specific details of the arbitration plan which was approved last week by the organization's board at a meeting on the Coast.

The TOA spokesman who indicated there was close resemblance between the Allied and TOA plans said TOA takes the position that certain aspects of the film rental problems lend themselves to arbitration. He illustrated what he meant thus: if an exhibitor

(*Continued on page* 4)

Set News Publishers' Pro-Industry Meet

A conference of all Connecticut daily newspaper publishers and representatives of all branches of the film industry with a view to bringing about an improvement in the motion picture business in that state has been indicated for the near future.

This was reported here yesterday by industry representatives who met in Hartford on Tuesday with Francis Murphy, publisher of the Hartford *Times,* and indicated he will call the meet. Industry representatives from

(*Continued on page* 5)

Allied Wants All-Industry Tax Campaign

Snaper Named to Succeed Rembusch as Allied Head

WASHINGTON, Feb. 6.—The Allied States Association board today resolved that any campaign for Federal admission tax repeal should be an all-industry one, carried on through the Council of Motion Picture Organizations, and instructed Allied's delegates to COMPO to urge the immediate start of a tax-repeal campaign.

Wilbur Snaper

At the concluding session of its two-day mid-winter meeting at the Statler Hotel here the board also elected Wilbur Snaper to succeed

(*Continued on page* 4)

PCA Refutes Wyler On Code Changes

HOLLYWOOD, Feb. 6.—The Production Code Administration today reversed a long standing policy toward Code critics by challenging William Wyler's widely publicized assertion that the Code is "due for revision" to meet "demand for mature pictures." PCA staff spokesman Jack Vizzard said, "It is difficult to see how Wyler, who is unquestionably a great director, has been hurt or seriously inhibited by the Code. He directed 'The

(*Continued on page* 5)

FTC Attacks Long Term Film Ad Deals

WASHINGTON, Feb. 6.—The Federal Trade Commission today charged the A. V. Cauger Service, Inc. of Independence, Mo.—one of the nation's largest distributors of advertising films—with making unlawful exclusive-screening contracts with motion picture theatres.

The complaint alleges that the firm sells, leases or rents commercial films

(*Continued on page* 5)

Williamson Wins WB Drive

W. O. Williamson, Jr., Warner's Southeastern district manager, is the winner of the company's 1951 sales drive, it was announced here yesterday by Ben Kalmenson, distribution vice-president. Williamson also won last year's drive.

Haskel Masters, Canadian district manager, won second place; Doak Roberts, Southwestern district manager, was third, and Hall Walsh, Prairie district manager, was fourth.

Branch manager winners, who were divided into four competitive exchange groups, are: Group A: Ed Williamson, Dallas, first; P. R. DeFazio, Washington, second; A. Shmitken, San Francisco, third; Jack Kalmenson, Pittsburgh, fourth. Group B: G. Livingston, Charlotte, first; I. Coval, Toronto; R. Iannuzzi, Atlanta; R. H. Dunbar, Jacksonville. Group C: E. A. Bell, Denver, first; Lester Bona, St. Louis; Nat Marcus, Milwaukee; V. Stewart, Seattle. Group D: M. Saifer, Calgary, first; G. Kiely, Montreal; F. Davis, Winnipeg; F. J. Hannon, Omaha, fourth.

In the Vitaphone contest, comprising short subjects, Warner Pathe News and trailers, prize winning branches follow: Group A: San Francisco, first; Dallas, second; Washington, third. Group B: Charlotte, first; Jacksonville, second; Atlanta, third. Group C: Denver, first; Seattle, second; Salt Lake City, third. Group D: Calgary, first; Omaha, second; Vancouver, third.

Denies Majors' Bid to Dismiss Cinema Suit

DENVER, Feb. 6.—Judge Lee Knous denied a motion by defendants RKO, Loew's and 20th Century-Fox to dismiss the suit by Cinema Amusements for $1,000,000 damages because of alleged inability to get proper runs and films for 69 weeks in 1945-46. The motion was made after Cinema rested its case.

The case continues Thursday in U. S. District Court here with the defendants starting their evidence. Judge also decided to leave in testimony referring to other distributors which defendants had asked to have stricken out.

To Aid in Kramer Suit

HOLLYWOOD, Feb. 6.—Motion Picture Industry Council president Allen Rivkin last night revealed the appointment of Roy Brewer, Gunther Lessing, I. E. Chadwick, Mendel Silberberg, Arthur Freed, Bert Allenberg, with others to be named later, to a sub-committee to provide support and counsel to Stanley Kramer in his suit against the Wage Earners Committee.

'Greatest Show' on Coast

Cecil B. DeMille's "The Greatest Show On Earth," Paramount, will have its special West Coast pre-release opening on Feb. 21 at the Orpheum Theatre in downtown Los Angeles and at Warner's Beverly Hills Theatre.

Personal Mention

GEORGE L. CARRINGTON, president of the Altec companies, has arrived here from the Coast.

●

ROBERT H. WINTERS, Canadian Minister of Resources and Development and in charge of the National Film Board of Canada, has returned to Ottawa from Hollywood.

●

GEORGE MINTER, head of Renown Pictures, was in New York yesterday on a brief stopover en route to London from South America.

●

FELIX JACOVES, formerly with Warned Brothers, will shortly join the Jay Garon-Brooke Agency as head of the drama department.

●

MRS. A. W. SCHWALBERG, the former CARMEL MYERS, will have published this week a book she has written entitled, "Don't Think About It."

●

BILL DOCK of the Florida State Theatres in Miami became a father with the birth of a daughter to MRS. DOCK recently.

●

SIR PHILIP WARTER, chairman of Associated British Picture Corp., arrived here yesterday from London for a visit of two or three weeks.

JOSEPH SCHENCK, executive head of production of 20th Century-Fox, is in New York from the Coast.

●

GUTHRIE F. CROWE, president of the Kentucky Association of Theatre Owners, Louisville, who is also State Police Commissioner and a lawyer and legislative representative, now emerges as a newspaper cartoonist, a large display of his drawings having appeared recently in the Louisville *Courier-Journal.*

●

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, has postponed a projected trip to Kansas City because of an eye ailment.

●

GEORGE GAMMEL, president of Motion Picture Theatre Owners of New York, Western zone, will leave for a Florida vacation at the end of the month.

●

WALT DISNEY has been awarded the decoration of "Officer d'Academie" by France for his "contribution to education and knowledge."

●

HERBERT PHILBRICK is now associated with the advertising department of the New York *Herald-Tribune.*

Lou Smith to Direct 'Movietime' on Coast

Lou Smith, until recently Hollywood studio publicity director of Columbia Pictures, has been engaged to handle the Hollywood phase of future "Movietime, U. S. A." tours, it was announced here yesterday by Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations.

Robert J. O'Donnell, national director of the "Movietime" campaign, made arrangements with Smith by long distance telephone to Mexico City where Smith was stopping en route to South America on an extended vacation. Smith, who departed for South America on Monday, will cut short his trip and return to Hollywood to begin his new obligations there on March 1.

Lardner, Scott Suit Begins on Coast

LOS ANGELES, Feb. 6.—Federal Judge Benjamin Harrison and a jury has begun hearing evidence in the long-standing case of Ring Lardner, Jr. and Adrian Scott against 20th Century-Fox and RKO Radio, respectively, for salaries lost when their contracts were canceled.

Both were members of the "Hollywood 10" who in 1947 declined to testify before the House Committee on Un-American Activities. RKO is being sued for $70,000 and 20th-Fox for $20,000.

'Vadis' to Toronto Feb. 13

TORONTO, Feb. 6.—After a number of delays, one due to the lengthy trolley strike, "Quo Vadis" has been set to open Feb. 13 at Loew's Theatre here.

AFL Renews Attack On Admission Tax

MIAMI BEACH, Feb. 6—Removal of the Federal excise levy on amusements was called for at the closing session of the mid-winter meeting of the American Federation of Labor's executive council. The council also demanded removal of the excise levies on communications and transportation. The AFL's attitude is that these levies fall heaviest on those least able to pay them, and "have a strangling effect on business."

The AFL became interested in the repeal of the amusement tax at the instigation of Richard Walsh, president of the IATSE, who took the matter to the executive council at the mid-winter meeting last year. Walsh attended this week's sessions.

Froman in Florida P.A.'s

MIAMI, FLA., Feb. 6.—Jane Froman, whose life is depicted in 20th Century-Fox's film, "With A Song in My Heart", will be on hand here for personal appearances at the film's world-premiere on Feb. 21 at the Carib, Miami and Miracle theaters. Wometco Theaters also has a tentative promise from Susan Hayward, who plays the Froman role, to fly here for the opening.

Hear Wolfson and Levy

SAN FRANCISCO, Feb. 6—All exhibitors of Northern California were invited to a joint luncheon-meeting conducted at the St. Francis Hotel here yesterday by the California Theatres Association and the Independent Theatre Owners of Northern California. Mitchell Wolfson and Herman Levy, president and general counsel, respectively, of the Theatre Owners of America, addressed the gathering.

Wage Boost to D.C. Operators

WASHINGTON, Feb. 6.—A new contract giving Washington projectionists a sizeable wage increase has been submitted to the Wage Stabilization Board for approval, according to A. Julian Brylawski, president of the Theatre Owners of Metropolitan Washington.

Brylawski refused to say how large an increase was provided, but it must be more than 10 per cent above January, 1950 levels, since Wage Board rules permit smaller boosts to go into effect without application to the Board.

Another feature of the contract, slated to run for three years, would permit only one operator, instead of two, in cases where subsequent-run theatres of under 1,000 seats use safety film.

Brylawski also revealed five other new contracts, all providing wage increases. One three-year contract with downtown Baltimore projectionists would give a 10 per cent pay boost over the three years—five per cent after the first year, three per cent for the second and two per cent for the third. The other contracts, all two-year ones, are with Baltimore stagehands, Baltimore and Washington theatre engineers and operators and stagehands in Frederick, Md. none of the five needs Wage Board approval and all will go into effect this month.

No Change in Rank's Overseas Set-Up

LONDON, Feb. 6.—Yesterday's trade gossip here, occasioned by announcement of John Davis's protracted excursion for the J. Arthur Rank Organization into the export markets under the supervision of Ferdinand West, Rank's foreign manager, was quieted today.

Davis took off by plane on his round-the-world trip accompanied by official assurances that it is a goodwill gesture on his part in personally contacting Rank's overseas associates, with West keeping his present post.

U. A. Adds Prints of New Queen's Film

With England's new Queen Elizabeth returning from Africa to her throne, United Artists' "Royal Journey," the color film account of her recent visit to Canada and the United States, is attracting added interest among exhibitors.

A doubled print order has been placed to meet exhibitor demands, U. A. revealed here yesterday.

Reels on King's Death Out Today

Footage on the death of King George is being rushed by airmail today to theatres throughout the country by the five major newsreels. The reels were going out a day ahead of schedule as a pre-release. The companies worked through last night getting the footage ready.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies. 10c.

HATS IN THE AIR! TEXAS

PREMIERE
STATE-WIDE
FEB. 14th
FOR

"Retreat hell!"

"Retreat, hell!
We're just attacking
in another direction!"
—Maj. Gen. O. P. Smith,
First Marine Div., Korea

A STAR-SPANGLED ENTERTAINMENT TRIUMPH FOR OUR INDUSTRY TO TAKE PRIDE IN — — FROM WARNER BROS.

"RETREAT, HELL!" starring Frank Lovejoy · Richard Carlson · Rusty Tamblyn · Anita Louise · with Ned Young · Lamont Johnson · Robert Ellis · Paul Smith Peter Ortiz · Dorothy Patrick

Screen Play by Milton Sperling and Ted Sherdeman · Story and Produced by Milton Sperling · Directed by Joseph H. Lewis · A United States Pictures Production · Distributed by Warner Bros

Allied Wants

(*Continued from page* 1)

Trueman T. Rembusch as president of national Allied. Snaper, New Jersey exhibitor and president of Allied Theatre Owners of New Jersey, will have a one-year term, starting immediately.

Other new Allied officers chosen today were Ben Marcus, treasurer, and John Wolfberg, secretary. Abram F. Myers was reelected general counsel and chairman of the board and Stanley Kane was renamed recording secretary.

The board today also decided to revitalize the National Film Committee, center it in New York, and refer all film rental problems to it for working out with the distributors.

Snaper was originally reported reluctant to take time off from his business for the chores going with the Allied presidency, but was finally prevailed on to take the post.

Niles Chosen

Charles Niles was chosen the new chairman of the Allied Caravan committee, succeeding Colonel H. A. Cole. Other members of the committee will be Rembusch, Rubin Shor, and Leo Jones.

Allied's representatives on COMPO's executive committee were named as follows: Rembusch, Cole, Nathan Yamins, Snaper, Lauritz Garman, Benjamin Berger, Abe Berenson and Allen Johnson.

On the admission tax, Myers said, the board felt very strongly that any campaign to repeal the tax, in order to be successful, must enlist the support of all members of the industry, and therefore should be an all-industry campaign, with COMPO the logical agency to carry it on. Allied's representatives to the COMPO meeting in New York late this month will urge COMPO to start such a campaign immediately.

Some key Allied officials admitted privately that they did not think there was much chance of getting the tax taken off this year, but pointed out that a good campaign needs a lot of spadework and that it might be wise to get started immediately on a tax-repeal campaign in order to improve chances of having the tax removed in some later year.

Lengthy Discussion

A lengthy discussion of distributor rental policies and print shortages ended rather inconclusively. The board decided to take no action on print shortages at this time, expressing the hope that the matter could be solved through the arbitration plan proposed yesterday. That plan proposed arbitrating shortages, among other things.

The board decided the best solution to the rental problem would be to revitalize the National Film Committee. Myers pointed out members of this committee have been widely separated from a geographic point of view, and that this has been a considerable barrier to the effective operation of the committee. Snaper was empowered, he said, to change the make-up of the committee however he sees fit, and will probably name new members from the East Coast and center the committee's operations in New York where it can act very closely with the distributors.

Specifically referred to the committee for further work was the "participating partnership percentage plan" of Allied Theatres of Michigan. As now drawn up, this plan is little more than a broad outline of end-goals which would give both distributor and exhibitor fair treatment. Myers said the committee would attempt to work out a formula to implement the Michigan plan, and would also discuss the plan with distributors. All other suggestions for increasing exhibitor incentive to push pictures will also be handled through the revitalized film committee, he indicated.

Snaper said he would either personally take the chairmanship of the committee or would "work very closely with it."

Allied Arbitration Plan's Concluding Highlights

The background of the Allied States arbitration plan, prepared by its general counsel, Abram F. Myers, and approved by the Allied board of directors in Washington on Tuesday, together with the highlights of its provisions concerning arbitration of film rentals, awards of monetary damages in complaints involving anti-trust violations, and arbitration of competitive bidding and runs were published in MOTION PICTURE DAILY *yesterday.*

Following are highlights of Allied's proposals for arbitration of the remaining matters included in its plan—clearance and prints, forcing of prints and setting of admission prices, contract rights, and the proposed machinery for operating the system.

Clearance and Prints: Arbitration of clearance disputes was generally satisfactory under the 1940 consent decree and everyone agrees that clearance is a proper subject for arbitration, Myers said. He added, however, that the matter has been complicated in recent years by the "distributors' manipulation of prints." He charged that prints are first allocated in some territories to theatres paying the highest rentals, wholly without regard to the location of theatres or the amount of competition between them. He said the print problem could be corrected by the arbitration clearance awards.

To arbitrate clearance, Myers said, the industry would merely have to make minor amendments in Chapter VIII of the 1940 consent decree. The main question continues to be whether the clearance is reasonable or unreasonable, he maintained, adding that the factors for determining this question should be those set forth by Justice Douglas in the Paramount case decision.

Forcing of Pictures and Setting of Admissions Prices: Myers pointed out that both these practices are condemned by the Paramount case decrees and that arbitration would be "an auxiliary enforcement procedure."

Contract Rights: Myers said arbitration is "especially adapted" to the settlement of contract disputes, such as the correct interpretation of a contract clause over clearance or whether the exhibitor is entitled to a picture that is withheld.

In outlining Allied's plan for mechanical organization of the system, Myers said "It would be foolish to commit the industry to an elaborate, expensive arbitration system under the management of the American Arbitration Association, such as was employed under the consent decree of Nov. 20, 1940."

Allied's plan calls for an arbitration tribunal, to be administered by a local committee, in each film exchange center. The committee would consist of representatives of the distributors, designated by them, and of the exhibitors, designated by the local or regional exhibitor association or associations operating in the area.

The actual arbitration would be by three-man boards with a different board for each case. One member would be chosen by the complainant, one by the respondent, and a third by the other two members.

Committee members, as distinct from the arbitrators, would serve without pay and would perform much the same duties as performed by secretaries of the local tribunals under the 1940 consent decree—they would receive complaints, mail copies to the affected parties, fix a time and place for the hearing and arrange for a record of the hearings.

Myers said several exhibitors had suggested the parties to each arbitration proceeding bear the expenses, with either the loser paying all costs or the costs being apportioned among the parties as under the consent decree. These exhibitors are opposed to boards wholly supported by the distributors, he added. "This would entail the adoption of a schedule of costs for the various steps in a proceeding, calculated, in the aggregate, to cover all expenses," he said.

The procedure in selecting arbitrators and conducting the hearings should be "so informal and simple" that all but the most important and difficult cases can be conducted without employing lawyers on either side, Myers stated.

A different situation would apply if damages were arbitrated, Myers admitted. In such cases, he said, legal representation would be needed.

In general, the rules for arbitration proceedings could be patterned after those approved by the District Court and used in the 1940 decree, Myers said.

While Myers original draft did not take any stand on an appeals board to review awards of the local boards, the Allied board approved proposing such a procedure to the distributors. Myers noted that arguments for such a board are that it would establish precedents leading to uniform decisions in the various territories; against the board, it is argued there would be more expense and delay.

Allied Plan's Teeth Are Sharp on 'Runs'

In proposals dealing with the arbitration of runs, the Allied States plan suggests that if a board makes a run award in favor of a complainant, it should be empowered to prohibit the distributor for a number of years from licensing its pictures on the run in question to the exhibitor then enjoying the run, or to order the company to license the complainant for a period of years a specified number of percentage of its features on the desired run.

The plan concedes there would have to be safeguards to protect the distributor from being required to supply films on the exhibitor's terms and that if the distributor did not feel the terms offered were fair, he could refuse to license the films until the arbitration board fixed a fair rental.

TOA Says

(*Continued from page* 1)

who had been paying a distributor 35 per cent for film discontinued the business relationship, only to return to it to find that 40 per cent was asked, the exhibitor would have good grounds to ask that arbitration be employed to determine if the higher rental was justified.

The Allied plan, as reported by MOTION PICTURE DAILY yesterday, has "cleared the fog" of conjecture that preceded its disclosure by Abram F. Myers, Allied general counsel, at the Allied board meeting in Washington Tuesday, it was stated here in distribution circles. Distributor spokesmen said the companies "certainly" will call an all-industry arbitration conference, but doubt was expressed that the distributors would be amenable to arbitration of rentals.

TOA executives are expected to hold a press conference here early next week, at which time the details of the TOA plan may be revealed.

Albany TOA Meet to Highlight Practices

ALBANY, Feb. 6.—Area industry problems, including "the forced sale of shorts and features, the inaccuracies in the blind-checking of the Willmark organization," and "the one-third reduction in film delivery service or the alternative of a 10 per cent increase in costs," will be discussed at a joint meeting of the board of directors and the general membership of the Albany Theatre Owners of America in the group's offices here next Wednesday afternoon. Executive director Lewis A. Sumberg outlined the agenda in a letter to all theatre owners of the exchange district.

Other subjects to be considered are: The closing of some exchanges on Sunday, which allegedly has resulted in "undue hardship on many exhibitors in the circuiting of prints"; the lack of an adequate number of prints, and legislation pending on Capitol Hill.

Studios Producing

(*Continued from page* 1)

hibitor appeals for more product.

Suggestions regarding the titling of films and the need for new, young acting talent were received appreciatively by the production representatives, Sullivan said.

Sullivan described the board meeting as "the most successful we have ever had." He said that although "everyone spoke his piece," including representatives of "grass roots" exhibitors who had mainfested dissidence at the TOA convention here last fall, a spirit of unity of purpose prevailed at the board meeting.

Mitchell Wolfson, TOA president, next week will name the committee which will draw up the organization's plans for a campaign to win repeal of the 20 per cent Federal admission tax, Sullivan indicated.

Says Yearly Rental Loss Is $20,000,000

Washington, Feb. 6.—Barney Balaban, president of Paramount Pictures, told the Federal Communications Commission today that the industry loses $20,000,000 a year in film rentals. He said that the money is "stolen" at the box office and that hundreds of thousands of dollars are recovered each year through a recount.

Balaban Would Sell To All 3 TV Media

WASHINGTON, Feb. 6.—Paramount president Barney Balaban was questioned at length today by Federal Communications Commission counsel Frederick Ford on what his company's policies would be in selling pictures for television use. Balaban told FCC hearing examiner Leo Resnick that Paramount "would do what was right" in discharging its responsibility to the three television media—theatre television, scrambled or pay-as-you-see television, and free television. He said the "yardstick" for determining the sale of pictures to the three media would be the "practical and economic factors involved" and that if a picture is sold at a price a sponsor can't pay it would then have to be bought by a paying audience.

Much of Ford's questioning was devoted to Paramount's relationship with DuMont. Balaban outlined a proposal he had made to Dr. Allen B. DuMont some years ago, asking that DuMont enter into an affiliated partnership arrangement with Paramount similar to those the company had with its theatres before divorcement. DuMont would retain its independence and Paramount would supply programming advice and service. He had "pleaded" with DuMont, Balaban related, and had done "everything I could to get that thought across, but that was the last I heard." Witnesses for DuMont testified earlier in the first phase of the hearing that Paramount had never offered any assistance in programming.

Stanton Griffis, retiring chairman of Paramount Pictures' executive committee, will be the first witness at tomorrow's session of the FCC's catch-all hearing, currently going into the question of Paramount's fitness as a television station licensee.

Arnall Seen

(*Continued from page* 1)

President Truman put increased pressure on the former Georgia Governor, and he has now accepted. President Truman is expected to announce the appointment tomorrow or Friday.

HOLLYWOOD, Feb. 6.—Whether Ellis Arnall chooses to take a leave of absence or completely sever his association with the Society of Independent Motion Picture Producers during his tenure in a government post is entirely up to him, Gunther Lessing, SIMPP board chairman, said today.

If Arnall chooses the former, Lessing most likely would assume the bulk of Arnall's duties. If he resigns, SIMPP would seek a successor.

FTC Attacks

(*Continued from page* 1)

to advertisers of various commodities and arranges to have them shown in theatres with which it has screening contracts. Under these contracts, Cauger is given the exclusive right to show its ad films for a period of two years, in return for a stipulated payment, according to the Commission. The FTC added that as a result of of restrictions in the agreements, advertisers who have sought to obtain film advertising through other distributors have been forced to place their business with Cauger or forego theatre advertising.

Agreements Provide

The FTC said the agreements provide that after the two-year screening period has expired, it may be extended for additional one-year periods unless terminated by either side.

In November, 1950, the Commission ordered four other advertising film companies to discontinue exclusive screening contracts "similar to those involved in the Cauger complaint." The orders in those cases prohibit distributors from entering into such agreements with theatres if they run for more than a year. The legality of the Commission's order as applied to existing contracts has just been argued in Circuit Court and a decision is expected shortly.

The FTC complaint says the Cauger contracts constitute unfair competition in violation of the FTC Act, tend to prevent competition and restrain trade, and in some areas of the U. S. to give the firm a monopoly in the sale, lease, rental and distribution of advertising films.

Cauger has 20 days to answer. A hearing is tentatively slated for March 19 in Independence, under FTC hearing examiner Frank Hier.

Pro-Industry Meet

(*Continued from page* 1)

here who met with Murphy were: Robert W. Coyne and Charles E. McCarthy of the Council of Motion Picture Organizations; Arthur DeBra and Alfred Corwin of the Motion Picture Association of America; Oscar Doob and Ernest Emerling of Loew's, and Ed Sullivan of 20th Century-Fox. At the meeting also were numerous Connecticut exhibitor leaders, headed by Harry Shaw, Loew's district manager in that state. The meeting was called by the *Times* publisher with a view to help the film business, it was said.

Murphy is said to have assured the industry representatives that his paper, which is one of the Gannett chain, was anxious to increase space devoted to industry news so as to provide more publicity favorable to the industry.

Harvey Raises Stars For Video Issue

SAN FRANCISCO, Feb. 6.—The question of whether theatres should book films which feature stars who have appeared on home television is raised by Rotus Harvey, president of the Western Theatre Owners, in his column, "One Man's Opinion," in the *WTO Digest*.

The TV issue was one of many listed by Harvey in his article, which called the current year "S" year—"'S' for Survival—for the industry."

Reagan's Wife Must Sell Theatre Interest

Under an amendment of the Loew's consent decree, made public here yesterday, Mrs. Charles M. Reagan, wife of the M-G-M sales executive, must sell her Loew's theatre holdings in Denver and Indianapolis within three years.

Phillip Marcus, of the anti-trust division of the Department of Justice, said the holdings consisted of some four or five theatres.

New Sign Points to End of Color Ban

WASHINGTON, Feb. 6—Theatre television spokesmen here are highly optimistic over an early end of the government's ban on color television, which has been interpreted to include large-scale color TV.

The Motion Picture Association of America and the National Exhibitors Theatre Television Committee had asked the National Production Authority to exempt theatre TV from the color ban, or to grant the industry a conference on the subject, in advance of Friday's NPA conference with television set manufacturers to discuss possible changes in the color order. The government has been urged by several sources to lift the order banning color TV and keep controls only through material allotments, permitting the manufacturers to use their limited allotments for whatever end products they want.

No Time

It was learned today that NPA officials have told the MPAA and NETTC that there is not time to meet with them before Friday, but that in any event they thought the theatre TV interests might be very satisfied with the results of the Friday meeting, and might feel then that there was no longer any reason for a meeting with the NPA. "We can interpret that in only one way," a theatre TV spokesman said today. "NPA is planning to lift the order."

Expect List of FCC Hearing Witness to Be Revised

WASHINGTON, Feb. 6—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee will probably file with the Federal Communications Commission next week a revised list of witnesses for the theatre television hearings, and will in all likelihood file still another revised list just before the hearings open on March 10.

A spokesman said the two groups felt they owed it to the FCC to give it the latest information possible on who was going to testify. "The structure of the subjects we will cover will remain much the same, but the witness list is changing every hour," he declared.

Johnston Is Host

HOLLYWOOD, Feb. 6.—Eric Johnston, president of the Motion Picture Association of America, was host to major studio heads at an informal dinner at the Beverly Hills Hotel here last night.

Loew's Decree

(*Continued from page* 1)

which marks the last of the five theatre-owning companies agreeing to consent decrees since the so-called Paramount case in 1938 are:

Divorcement to be completed in two years unless allocation of debt among the new companies prevents refinancing during that time, in which case the court could grant an additional three years and appoint half of Loew's board during that period.

The corporate reorganization plan to be submitted to Loew's stockholders and approved within the next 120 days.

Trade Practice Provisions

Restrictive trade practice provisions similar to those in previous film consent decrees.

Presiding at the hearing were Justices Augustus N. Hand, Henry W. Goddard and Alfred Coxe. Phillip Marcus, Harold Lasser and Maurice Silverman, of the anti-trust division of the Department of Justice, represented the government. Present for Loew's were J. Robert Rubin, vice-president, and Benjamin Melniker, of the legal department.

United Artists Theatre Circuit, which must end its joint interest in theatres with Loew's by the end of this month, was represented by Hazard Gillespie, of the John Davis law firm.

PCA Refutes Wyler

(*Continued from page* 1)

Best Years of Our Lives,' which was the most richly rewarded film in recent times, walking off with nine Academy 'Oscars.'

"Apparently he wasn't too much under wraps there. He directed 'Detective Story,' now among leading Academy contenders on several counts, and the trade is awaiting the release of his latest effort, 'Carrie,' which was passed by the Code and concerning which Wyler says he had no difficulty with PCA."

Vizzard went on, "In the past 24 months Hollywood has had a continuous flow of conspicuously adult films. Pictures like 'Born Yesterday,' 'Streetcar Named Desire,' 'Place in the Sun,' 'Death of a Salesman,' 'The Prowler,' 'Sunset Boulevard,' 'All About Eve,' which speak eloquently for the liberalism of the Code. And in the recent past there have been films like 'Johnny Belinda,' 'Letter to Three Wives' and 'Voice of the Turtle.' What's immature about those pictures?"

Vizzard said the PCA staff considers it generous of Wyler to point out the Code is not being applied blindly, but feels, however, the Code document itself suffers unearned damage when subjected to ill-founded criticism.

AFM Convention Set

The American Federation of Musicians will hold its annual convention the week of June 9 in Santa Barbara, Cal.

I DID THE HIGHLY PRAISED

DUBBING

FROM SPANISH TO ENGLISH ON THE 10 REEL "LOYOLA" (THE SOLDIER SAINT) WITH MY WORD INDICATING SYSTEM & SPECIAL LANGUAGE SYNCHRONIZERS.
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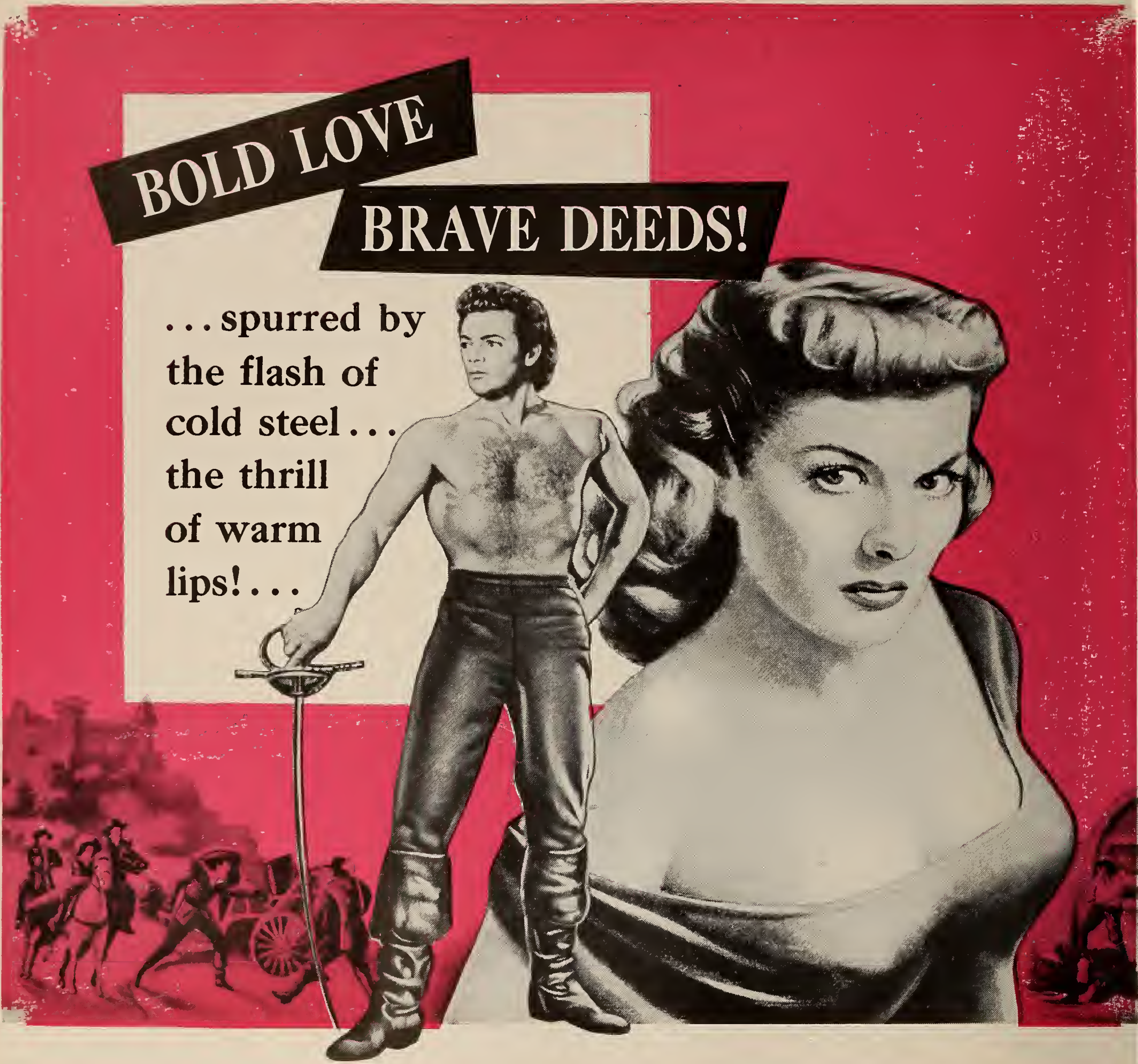
BOLD LOVE
BRAVE DEEDS!
...spurred by the flash of cold steel... the thrill of warm lips!...

CORNEL WILDE ★ MAUREEN O'HARA

At Sword's Point

Color by **TECHNICOLOR**

with ROBERT DOUGLAS · GLADYS COOPER · Directed by LEWIS ALLEN · Produced by JERROLD T. BRANDT · Screenplay by WALTER FERRIS and JOSEPH HOFFMAN

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 28 NEW YORK, U.S.A., FRIDAY, FEBRUARY 8, 1952 TEN CENTS

Arbitration Meet Decision A Month Away

Company Lawyers Due to Draft Distribution Plan

The consensus in the industry here appears to be that it will be at least a month before exhibition and distribution both will be prepared to agree on a date for holding an all-industry conference to discuss plans for setting up an industry system of arbitration.

These events, in the order indicated, are expected to become the next steps toward bringing about an all-industry meeting:

(1) Copies of Allied States' memorandum outlining that organization's proposals for arbitration will be prepared under the supervision of Abram F. Myers, Allied general counsel, to be sent to distribution attorneys—this

(*Continued on page* 4)

Arnall Is Appointed Price Administrator

Washington, Feb. 7.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, was nominated by President Truman today to be the government's new Price Administrator.

Senate Banking Committee Chairman Maybank (D., S. C.) said he would hold hearings on Arnall's nomination on Monday, with indications favoring prompt Senate confirmation. There as no word available here on how long Arnall would serve in the new post, nor whether he was resigning or merely obtaining leave from his SIMPP duties.

E. Pa. Allied Still Out of Allied States

Washington, Feb. 7.—No action on the reinstatement of Eastern Pennsylvania Allied was taken by Allied States board of directors at the annual meeting which ended here yesterday.

The Eastern Pennsylvania organization's membership in national Allied was suspended last year. Intermittent attempts have been made at reinstatement since but none have been successful.

Theatre Construction Fares Better With NPA; 41 Applications Okayed

Washington, Feb. 7.—Applications for theatre construction fared well compared with those for other types of building in the first quarter, a summary by the National Production Authority shows.

There were 2,458 applications for commercial, religious, recreational and other non-industrial, non-residential construction in the first quarter. Of these, 1,901, or about 77.4 per cent were denied.

There were 210 applications for recreational buildings, the report showed. Of these, 145, or about 69 per cent were denied.

But of 14 applications for "theatres and music halls," only eight, or 57 per cent, were denied. And of 27 applications for drive-in theatres, only nine, or about 33 per cent, were turned down.

Of the 18 drive-ins approved, one got a government allotment of materials, five were ruled exempt from the construction order, and 12 were okayed because the builders already had the materials on hand. Of the six theatres and music halls approved, three got government allotments, two were ruled exempt, and one was approved as already having the materials on hand.

$3-Million Minimum Cost Of D. C.-N. Y. Video Link

The multi-million dollar proportions of the industry's proposed inter-city television transmission set-up was indicated here yesterday by an engineer's estimate of $3,000,000 for a relay network extending from New York to Washington, D. C.

Under the projected plan, the film industry would establish and finance its own inter-city television communications network.

The engineer, who has worked closely preparing the industry's bid on March 10 to the Federal Communications Commission for channels, said the $3,000,000 would only take care of the equipment between the two points and would not include site clearances, local loop and other costs.

The New York to Washington network has been envisioned by James Fly, TV attorney for the Motion Picture Association of America, as the first inter-city industry link if the FCC licenses the requested 10-megacycle channels to the industry. Envisioned also are terminal points in Philadelphia and Baltimore.

'Round-the-World' Columbia Sales Drive Is Underway

All of Columbia Picture's far-flung resources have been geared to the company's "Round-The-World" sales, dating and billings drive, the first such drive in the company's history to be conducted on an international scale.

The drive, which will run through June 26, involves division and branch managers, salesmen, bookers and office managers of both Columbia Pictures and Columbia International.

In the United States, branches will compete in six groups and divisions will compete separately within their respective divisions. The company will award to the top three division managers and their wives, and to the leading branch manager and his wife in each of the six groups, trips abroad

(*Continued on page* 2)

Johnston Witness in Scott, Lardner Suit

Hollywood, Feb. 7.—Eric Johnston, called as a defense witness in the Federal Court suit brought by Adrian Scott and Ring Lardner, Jr., against RKO and 20th Century-Fox, stemming from their discharge after refusing to answer Un-American Activities committee questions in 1947, said, "It brought great disrepute to a large industry that is extremely sensitive to how the public feels. Public opinion, I felt, was that the picture

(*Continued on page* 4)

Hit US-Sponsored German Newsreels

Washington, Feb. 7.—A special House Foreign Affairs sub-committee today criticized Welt-Im Film, the official U. S. government newsreel in Germany, and suggested it should be discontinued and the job left to private U. S. newsreels.

The six-man sub-committee went to Germany in November to study conditions there, and today made its report. It said it had heard complaints from a U. S. newsreel producer that

(*Continued on page* 4)

SCTOA Gives State a Report On Practices

Investigation Promised By Attorney General

Los Angeles, Feb. 7.—A special committee of the Southern California Theatre Owners Association has turned over to William V. O'Connor, Chief Deputy Attorney General of California, a detailed report on exhibition problems and frequently protested trade practices peculiar to this area which exhibitors maintain are responsible for large revenue losses being sustained.

The move by the SCTOA committee brings the entire distribution-exhibition problem in Southern California to the attention of the State's Attorney General with a view to as-

(*Continued on page* 4)

Para. TV Will Be Griffis' Interest

Washington, Feb. 7.—Stanton Griffis, chairman of Paramount Picture's executive committee, said he intended to concentrate his future business activities on Paramount's television program.

Griffis testified at the Federal Communications Commission's catch-all Paramount hearings. His turn on the witness stand was sandwiched in between testimony by Paramount president Barney Balaban. Balaban had been on the stand Monday, Tuesday

(*Continued on page* 4)

To Cite Industry for Its Self-Regulation

The industry will be honored at a luncheon here on Feb. 13 for its "creative artistry" and successful "voluntary self-regulation," by the preview committees of 13 national women's organizations which participate in publishing "Joint Estimates of Current Motion Pictures."

The citation will be received by Eric A. Johnston, president of the Motion Picture Association of America, in behalf of the industry.

'Miracle' Hearing May Start in April

Washington, Feb. 7.—Argument before the U. S. Supreme Court in "The Miracle" New York film censorship case is tentatively set for the week of March 31, court officials said. The court granted the appeal on Monday.

This means the case would probably be one of the last to be decided by the High Court at the current session, which ends late in June.

Simon Files 5 More Anti-Trust Suits

CHICAGO, Feb. 7. — Attorney Seymour Simon filed another batch of anti-trust suits in Federal District Court here today.

The five suits were brought by James R. Butcher and the Mar Theatre, Wilmington, Ill. for $585,000.00 treble damages; Valos circuit's Sun theatre, Wheaton, Ill. and Geneva Theatre, Geneva, Ill. for $480,000 and $360,000 treble damages respectively; Marks Brothers Times theatre, Chicago, for $480,000 treble damages; and the Pioneer Amusement Corp. formerly operating the Rio theatre, Chicago, for $360,000 treble damages. All the suits were against the 8 majors, Balaban and Katz, Great States and Warner Brothers theatres, with the exception of the Times and Rio suits which are against all the aforementioned but Great States.

Anderson Circuit Named

In the Mar theatre suit the Anderson circuit was named as a co-conspirator with the defendants in setting up a release system which brought pictures into their Wilton theatre, Wilmington, Ill. ahead of the Mar. The same charge is made by the Geneva theatre against the Anderson circuit for getting pictures in St. Charles, Ill. ahead of the Geneva.

Percentage Actions Vs. Allison, Rivoli

PITTSBURGH, Feb. 7.—Raymond Allison and the Rivoli Theatres Co. were named as defendants in six percentage actions filed here today. Suits were brought by Paramount, Loew's, 20th Century-Fox, Warner, RKO and Universal.

James H. Beal, Esq. and James R. Orr, Esq. of the Pittsburgh law firm of Reed, Smith, Shaw and McClay represent the distributor, with Sargoy and Stein of New York of counsel.

'Zapata' Opens to $11,000 at Rivoli

The opening day's gross for 20th Century-Fox's "Viva Zapata" at the Rivoli here yesterday was put at $11,000. The management reported that the gross was better than the opening day's business of "David and Bathsheba" last August, which grossed $10,300.

Personal Mention

MARVIN SCHENCK, Loew's vice-president, is due here from the Coast Monday.

•

HERBERT J. YATES, Republic president; WILLIAM SAAL, his assistant, and DR. RICHARD HAGEMAN, newly-elected director of Trans Globe Films, will sail from here today for Europe aboard the *S. S. America*.

•

CHARLES M. AMORY, sales vice-president of Souvaine Selective Pictures, has returned here from London.

•

EARL SPONABLE, director of research for 20th Century-Fox, has returned here from Zurich, Switzerland.

•

NATE BLUMBERG, Universal president, is scheduled to leave here for Hollywood tonight for a lengthy stay.

•

ROBERT GOLDFARB, RKO Radio office manager here, and his wife, will leave for Miami over the week-end.

•

PHILIP GERARD, Eastern publicity manager of Universal, will return here from Washington today.

•

HARRY PIMSTEIN of RKO Radio's legal department, will be in Buffalo from New York on Monday.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, SIDNEY SCHREIBER, MPAA general counsel, and KENNETH CLARK, public relations director, will return here from Hollywood on Wednesday.

•

LOUIS D. FROHLICH, veteran industry attorney and member of the Schwartz and Frohlich law firm, is recuperating at his home here from an extended illness.

•

ROBERT J. O'DONNEL, head of Interstate Theatres of Texas, will sail from here today aboard the *S. S. Independence* for a Mediterranean cruise.

•

HARRY A. BURKE, Saratoga city manager of Reade-Benton Theatres, has been appointed commissioner of public safety there by the city council.

•

JACK ELLIS, president of Ellis Films, has left here for Chicago on an extended business trip.

•

WILBUR SNAPER, Allied States president, returned to New York yesterday from Washington.

•

JULES LEVY left here yesterday for a Miami visit.

Meet on COMPO Ad Campaign Thursday

The sub-committee of the Motion Picture Association of America's ad-publicity directors committee which has been charged with making decisions regarding the layout of newspaper advertisements for the Council of Motion Picture Organizations' forthcoming ad campaign, will hold a luncheon-meeting at the Hotel St. Moritz here Thursday to confer on the project.

Members of the sub-committee are: Si Seadler, Charles Einfeld, Mort Blumenstock, Jerome Pickman and Charles Simonelli. The meeting will be attended also by Arthur L. Mayer and Charles E. McCarthy of COMPO, and Manning (Tim) Clagett and Alfred Corwin of the Motion Picture Association of America press relations staff.

Col. Sales Drive

(*Continued from page 1*)

to various foreign countries with all expenses paid.

Managers who win in the International Corporation will receive trips to New York, Hollywood and other U. S. cities. Cash awards will go to those in second and third place.

During the drive, among top films available for booking are:

"Death of A Salesman," "Boots Malone," "The Marrying Kind," "My Six Convicts," "The Sniper," "The Four Poster," "Ten Tall Men," "The First Time," "Scandal Sheet," "Walk East on Beacon," "California Conquest," "Captain Blood," "Fugitive," "Sound Off," "Brave Warrior," "Thief of Damascus," "Indian Uprising," "Montana Territory," "Okinawa" and "Harem Girl."

15% Billing Increase In '52 Mono. Week

HOLLYWOOD, Feb. 7.—Monogram president Steve Broidy announced here today that Monogram Week, which starts Sunday, will get under way with 15 per cent more bookings than the first annual Monogram Week, a year ago, which doubled the company's average weekly billings.

An increase in the number of color pictures released by the company is given considerable credit for the improved total. Broidy said, "Speaking for the entire organization, I wish to thank circuit operators and independent exhibitors for their splendid response to our aim of putting a Monogram subject on every screen in the nation during Monogram Week. This cooperation encourages our organization in its efforts to deliver ever-improving product to exhibitors."

Holiday Closings For Film Companies

Six film company home offices will close all day Tuesday, Lincoln's Birthday, and most other companies will observe a half holiday. M-G-M, Monogram, RKO Pictures, RKO Theatres, 20th Century-Fox and United Paramount Theatres will observe the full holiday; Columbia, Paramount Pictures, United Artists, Universal-International, Warner and the Motion Picture Association of America will close at 1:00 P. M. Republic was undecided.

All of the companies will be closed all day on Friday, Feb. 22, Washington's Birthday.

'Photoplay' Awards 'Gold Medals' to Day, Lanza, M-G-M

Doris Day, Mario Lanza and M-G-M's "Show Boat" are tops with the American public, according to a yearly nation-wide poll conducted by *Photoplay* magazine.

On Monday, at the annual "Gold Medal" dinner to be held in the Ambassador Hotel in Los Angeles, Doris Day will receive *Photoplay's* Gold Medal for having given the most enjoyed feminine performance of 1951 in "Lullaby of Broadway." Mario Lanza will receive his for the most popular male performance of the year in "The Great Caruso." And for "Show Boat," voted the most enjoyed picture, Gold Medals will go to the M-G-M studio, producer Arthur Freed, director George Sidney and screen writer John Lee Mahin.

Other films voted most popular in 1951, are, in order of preference:

"A Place in the Sun," (Paramount); "The Great Caruso," (M-G-M); "David and Bathsheba," (20th Century-Fox); "An American in Paris," (M-G-M); "All About Eve," (20th Century-Fox); "Bright Victory," (Universal); "Here Comes the Groom," (Paramount); "Captain Horatio Hornblower," (Warner); "Father's Little Dividend," (M-G-M).

The performances most enjoyed during 1951 were:

Actresses—Ann Blyth in M-G-M's, "The Great Caruso," Bette Davis in 20th Century-Fox's "All About Eve," Ava Gardner in M-G-M's "Show Boat," Shelley Winters in Paramount's, "A Place in the Sun."

Actors — Bing Crosby in Paramount's "Here Comes the Groom," Howard Keel in M-G-M's "Show Boat," Gregory Peck in 20th Century-Fox's "David and Bathsheba," Richard Widmark in 20th Century-Fox's "The Frogmen."

Fire Hits NTS Building

Damage caused by fire was reported here yesterday from Memphis, where the National Theatre Supply Co. Building was swept by flames.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

HOWARD HUGHES presents
JANE RUSSELL
VICTOR MATURE in
THE LAS VEGAS STORY
in person
DENISE DARCEL
JACK CARTER
BLUE BARRON
And His ORCH.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

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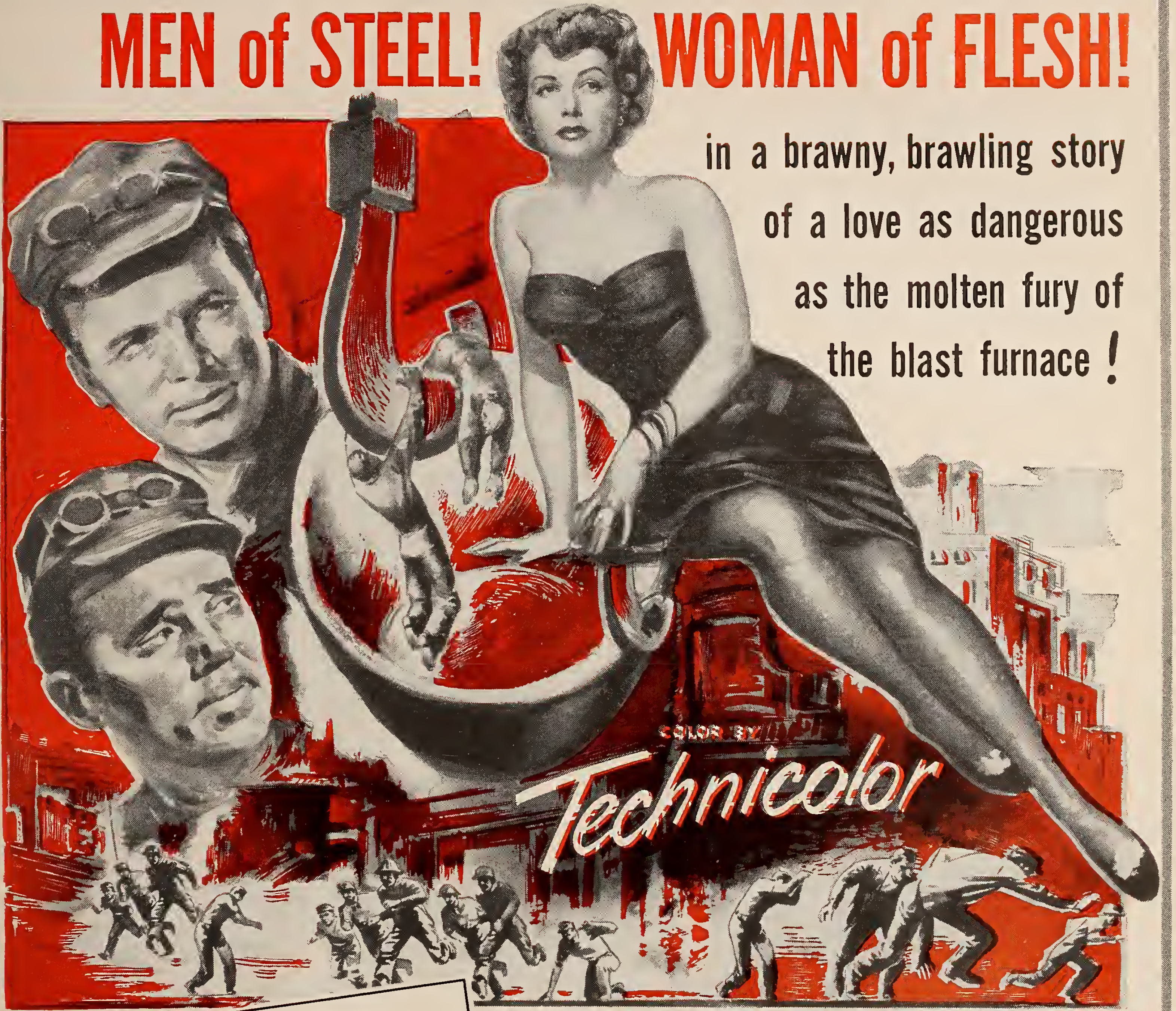
MEN of STEEL! WOMAN of FLESH!



in a brawny, brawling story of a love as dangerous as the molten fury of the blast furnace!

UNIVERSAL-INTERNATIONAL presents

Ann SHERIDAN
John LUND
Howard DUFF

STEEL TOWN

Universal International

Screenplay by GERALD DRAYSON ADAMS and LOU BRESLOW · Directed by GEORGE SHERMAN · Produced by LEONARD GOLDSTEIN

SCTOA

(Continued from page 1)

certaining whether action can be taken under California's anti-trust law, the Cartwright Act.

O'Connor told the committee that a thorough investigation will be made.

The SCTOA made a similar approach to the Department of Justice last year, with the D. of J. sending a representative here on an investigative mission, but no concrete action eventuated.

German Newsreels

(Continued from page 1)

Welt-Im Film, produced by the U. S. High Commission, was largely a duplication of commercial newsreels and a waste of U. S. funds. The U. S. producer according to the report, said to include in his weekly issues any he was willing to make an agreement to include in his weekly issues any special educational or information features that the Commission wanted.

"The sub-committee was shown the current commercial and Welt-Im newsreels and was impressed that they depicted pretty much the same news events," the report said.

Palace, Grand Still Shut

CHICAGO, Feb. 7.—The RKO Palace and Grand still are closed today and the differences with the operators union are still to be ironed out.

Paramount Television

(Continued from page 1)

and yesterday, and resumed testifying late this afternoon after Griffis was finished.

The hearings are in recess tomorrow, but will resume again Monday, with continued cross-examination of Balaban.

It was "perfectly obvious" years ago, Griffis said, that Paramount would need television broadcast stations to get in on the development of television, and that he had been extremely insistent that the company look into this situation. As a result of this insistence, Paramount acquired its stock in Allen B. DuMont Laboratories, he indicated.

Paramount had in mind, he said, "that DuMont would expand and acquire television stations," but it had not made any definite plans for this or other future activities. "We were riding a cat and we wanted to see which way it would jump," he declared. "We haven't jumped yet."

Any step that gave Paramount technical knowledge was a good step, he said, adding that "we knew that sooner or later we were determined to make a marriage with television."

He maintained Paramount had a fixed purpose to avoid getting legal control of DuMont. What Paramount buys, he said, "is know-how." He stated that so long as companies in which Paramount have bought an interest are "on the right track and follow the line which persuaded us into the contract," Paramount "leaves them alone." He said, however, that the idea that Paramount would ever consider carrying out all its television activities through DuMont was "fantastic."

In response to cross-questioning by FCC attorney Frederick Ford, Griffis insisted that Paramount had never broken the law in its trade practices, and that they were legal until the Supreme Court declared them illegal. "It was my opinion prior to the decision," he declared, "and still is my opinion, that our trade practices were perfectly legal." When Ford wished to know whether Griffis had "countenanced" these practices, Paramount attorney Paul A. Porter declared the practices had developed over 25 years of business experience "with the acquiescence of the government" and that there was no criminal intent behind them.

Ford Insists

Ford insisted, however, that he "wanted to find out whether this company is going to bring these same practices" to the broadcasting medium. "I think that's what this case is about," he said.

Griffis replied that nobody could see what practices would be necessary in television, but that Paramount would observe all laws "as it had in the past" and would put public service first. He said that competition had never been "effectively restrained" in the motion picture industry.

Griffis said he thought television "should be in the hands of the people with the greatest ability and social conscience," and that the government should "control" but not "own or operate" the medium. Asked by DuMont attorney William Roberts who would determine such people, Griffis replied "gravity" would. He emphasized the "public-spirited attitude" of the film industry, saying no industry had ever given so much so freely. As for Paramount, he declared, "this company has gotten far beyond making money."

Balaban Resumes

Balaban, who resumed his testimony late in the afternoon, declared flatly that he had never "received any communication" nor had "any pressure been transmitted to him" from any exhibitor organization not to sell pictures to television.

In response to questioning by Roberts, Balaban said he had seen articles on the subject in the trade press but that he didn't know whose viewpoint they represented. Roberts then asked him if he recognized any responsibility on the part of his company, which had made money selling films to theatres, to "ease the effect of television on the motion picture houses?" "I'm not interested in theatres," Balaban replied. "I have no responsibility to them except as customers."

Balaban said he would "very much like to have" five television stations for Paramount—the maximum amount allowed by FCC rules to any one licensee.

Questioned at yesterday's hearing as to whether Paramount would sell to Telemeter or to a television station Balaban answered that again it was a question of economics—"What will the audience pay as against what the sponsor will pay?"

Asked if Paramount would "grant or withhold" from television stations pictures which were supposed to be shown in theatres in the station's area, Balaban replied that when television stations could pay enough, pictures would be released to them "regardless."

Would Sell to Any TV Media

He told Ford that Paramount's pictures would be sold to any television medium under the terms laid down by the Supreme Court decree, on a picture by picture basis. This basis would be true, he explained, whether the prospective buyer were a motion picture exhibitor or a theatre television network. He added, however, that if Paramount sold to a "financially strong outfit," it would know it was getting its investment back. He looked forward to the time, he said, when there would be more than 1,000 television stations competing for pictures saying, "The more competition there is, the better I like it."

He added that Paramount could have "helped them (DuMont) a great deal with programming" but would not have given DuMont its library of shorts because DuMont could not have afforded to pay for it. Paramount had never given DuMont stars or films, he said.

Questioned by Ford

Questioned minutely by Ford as to whether Paramount's policy of operating television stations would be the same as Balaban's declared policy of selling pictures—to get the most money out of them—Balaban answered that the company "did not propose" to use this concept in operating television stations. He explained that the circumstances in the motion picture industry were very different from those in television station operation and that the operation of KTLA, Paramount Television Production, Inc.'s Los Angeles station, proved this. "Our effort," he explained, "has been to operate a successful station in terms of public acceptance."

Arbitration

(Continued from page 1)

may take a week or perhaps two;

(2) The distribution attorneys will confer among themselves with a view to drafting proposals embodying their own concepts of what trade practices properly can be arbitrated under an industry system;

(3) The attorneys, or the presidents of the companies, will invite Allied and Theatre Owners of America representatives to an all-industry conference which would aim at reconciling many points of view—and eliminating others, perhaps—so that the basis of a system satisfactory to all segments may be arrived at.

TOA Wan't Submit

It is understood, meanwhile, that TOA does not plan to submit its arbitration proposals to the distribution attorneys, the organization having rested its case for arbitration on the presentation it made over a year ago at a meeting here among TOA and distribution executives.

Johnston Witness

(Continued from page 1)

industry was shielding and sheltering men who were members of the Communist Party. The public felt it was time to evidence a vocal protest against the industry, perhaps even demonstrating resentment by refusing to attend movies or exerting other economic pressures."

THE MOST EXCITING CAST OF THE YEAR!
"THE GREEN GLOVE"
Another BIG ONE thru UA
"Thrills . . . action and suspense!"
—Showmen's Trade Review

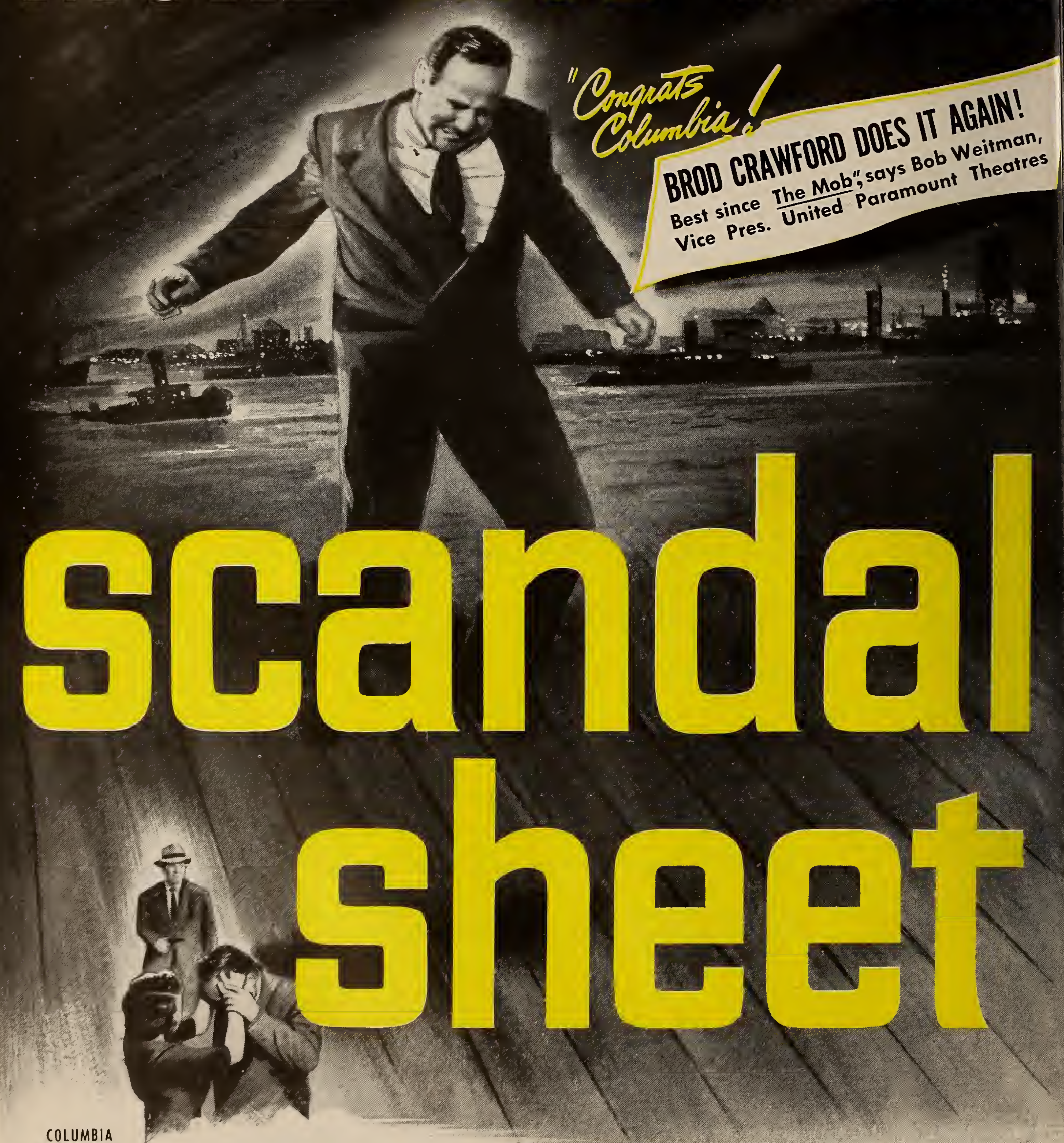
BRIAN DESMOND HURST

Producer and Director of

"SCROOGE"

Extends his thanks and those of his stars, artistes and technicians to the AMERICAN NATIONAL SCREEN COUNCIL for their BLUE RIBBON AWARD to this British Film which also had the honor of being chosen by the INTERNATIONAL CATHOLIC OFFICE as the best film shown at the URUGUAYAN FILM FESTIVAL.

MORE "MOB" MOBS


"Congrats Columbia!
BROD CRAWFORD DOES IT AGAIN!
Best since The Mob", says Bob Weitman,
Vice Pres. United Paramount Theatres

scandal sheet

COLUMBIA
PICTURES
presents

BRODERICK CRAWFORD · **DONNA REED** · **JOHN DEREK** in **scandal sheet** with Rosemary DeCAMP · Henry O'NEILL · Henry MORGAN

Screen Play by TED SHERDEMAN, EUGENE LING and JAMES POE

Produced by EDWARD SMALL · Directed by PHIL KARLSON

FIRST IN FILM NEWS

MOTION PICTURE
DAILY

Accurate Concise and Impartial

VOL. 71. NO. 29 NEW YORK, U. S. A., MONDAY, FEBRUARY 11, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

ADVICES from London disclose that officials of the Conservative government concerned with a possible saving of dollars spent by Britain for American films are thinking in terms of offering strong inducements to American companies to produce more film there.

Under the present monetary agreement with the American companies, Britain permits the conversion of one-third of their investment in British production, in addition to other conversions aggregating about $21,000,000. If the inducements to increased American production in England were offered without penalizing those other guaranteed conversions it would seem that a common ground for agreement on changes in the current pact could be found.

In any event, it is reassuring to learn that the present British government is thinking in terms of negotiation and not of edict, if and when it comes to reopening the monetary agreement. Whitehall has let it be known there will be no repetition of the tactics which culminated in 1947 in the imposition of the confiscatory duty on American films by the then Chancellor of the Exchequer, Hugh Dalton, and which led to a protracted stoppage of American film shipments.

• •

"TOA Says Its Arbitration Plan Jibes With Allied's"—news headline in Motion Picture Daily.

It's real nice to find the two national exhibitor organizations agreeing on anything. However, the millennium is not yet.

TOA's board, meeting recently in Los Angeles, called for a new campaign against the Federal admission tax, never once mentioning COMPO, which so effectively conducted the last such campaign. TOA's executive director was quoted as saying it would wage the fight alone if other industry organizations failed to join up.

Allied's board last week favored an anti-tax drive and immediately suggested COMPO as the logical director of it.

Not only on the basis of past performance but on the prospects for obtaining the best results next time, there appears to be no room for debate that COMPO, and none other, is the one to conduct such an all-industry effort. It's exactly the sort of function for which it was designed and is maintained.

Col., UA, 'U' Seen Willing To Join Arbitration Meet

There appears to be little doubt that United Artists, Universal, Columbia, Republic and Monogram, would accept invitations, if tendered, to join in an industry conference on arbitration.

However, it was not certain at the weekend whether these companies would be invited to attend such a conference, or whether they will be provided with copies of Allied States' memorandum outlining proposals for an industry arbitration system.

Columbia, Universal and UA did not join in the arbitration arrangement provided for in the 1940 consent decree in the industry anti-trust suit. Their reason was that the arrangement, which employed the facilities and personnel of the American Arbitration Association, was "too expensive."

Allied's plan of arbitration emphasizes that any new system must be "inexpensive." It also eliminates the use of the AAA. Officials of the five companies which chose to comment at the weekend on the possibility of the establishment of an arbitration system expressed approval of Allied's bid for an "inexpensive" system.

It was learned, meanwhile, that AAA soon will apprise the industry of the "low cost" of its service to the motion picture or any other business.

(*Continued on page 7*)

Projection Booth Bill Is Assailed

Albany, N. Y., Feb. 10.—A special bulletin from the local-area Theatre Owners of America urges exhibitors to protest to their Senators and Assemblymen against the Condon-Roman bill authorizing the State Board of Standards and Appeals to provide new booth standards for the general health, convenience and comforts of projectionists.

Albany TOA executive director Lewis A. Sumberg describes the measure as one "which vitally affects all exhibitors in this state." He said that if it were passed, "each of you, could be called upon: to air-condition your

(*Continued on page 7*)

Madeleine White Leaves Monogram

Madeleine White, Eastern publicity representative for Monogram and Allied Artists, has resigned and will announce new plans shortly. Harry Goldstein, Eastern exploitation head, will take over the publicity operation in New York.

Miss White entered the industry in 1921 as secretary to W. Ray Johnston, of Arrow Film Corp., and went with

(*Continued on page 7*)

New RCA Kinescope For Theatre TV

Harrison, N. J., Feb. 10.—A new direct-view kinescope designed for monitor service in conjunction with theatre television was disclosed here by the RCA tube department at the weekend.

The kinescope can also be used for industrial television and portable telecasting equipment, RCA stated. It was also said that focus can be maintained automatically with variation in line voltage and for changes in picture brightness.

Bid FCC Ruling on Para.-DuMont Issue

Washington, Feb. 10.—Allen B. DuMont Laboratories on Friday asked the Federal Communications Commission for an immediate ruling that it is not controlled by Paramount Pictures.

The company filed with the FCC a request that all issues relating to DuMont be severed from the "catch-all" Paramount proceedings. These hearings, which will resume tomorrow, will probably go on for many weeks. Severing the DuMont issues from the hearing would be tantamount to an FCC finding that Paramount does not control DuMont.

Specifically, the company asked the

(*Continued on page 7*)

A. T. & T. Tests 8 Megacycle Channel

Experimentation in the high frequency TV band width, close to the frequency sought by the motion picture industry, is now being conducted by the American Telephone & Telegraph Co., it was learned here.

An experimental cable between New York and Philadelphia over which eight-megacycle transmissions are carried has been put in service by A. T. & T. At present, the transmissions

(*Continued on page 7*)

Say Industry Is Set to Hit A. T. & T. Costs

Cost Structure Believed To Be 'Vulnerable' Spot

A key counter-argument to the expected opposition of the American Telephone and Telegraph Co. to the allocation of channels for theatre television will be what industry sources describe as "onerous" A. T. & T. and local telephone company charges, it was learned here.

The issue of whether the Bell System would be able to provide servicing on the industry's proposed 10-megacycle band and the availability of current facilities for theatre TV will also be used as industry ammunition, it is said.

As the March 10 Federal Communications Commission opening hearing date draws closer, both Abram F. Myers, Allied States Association general counsel, and Si Fabian, chairman of the National Exhibitors The-

(*Continued on page 7*)

Still No Conclusive Ruling on Color TV

Washington, Feb. 10.—Theatre television spokesmen were still hopeful today for an early end of the government's ban on theatre color television equipment, following a highly inconclusive conference Friday of government officials and television manufacturers.

The official announcement after the Friday session said some industry officials had asked for a continued ban on all color television, others had asked for complete repeal of the color ban, and still others had asked to keep the ban on color for home sets but to permit it in theatre and other

(*Continued on page 7*)

'Greatest' Chalks Up $575,000 in 4 Weeks

Paramount's "The Greatest Show on Earth" continues to be one of the Radio City Music Hall's most consistent grossers, the management disclosed here.

The Cecil B. DeMille production, now in its fifth week at the Hall, grossed a big $575,000 for the first four weeks, comparing favorably with other top Hall grossers for non-holiday periods.

AMPA Ad School to Be Assayed Thurs.

A general membership luncheon-meeting of the Associated Motion Picture Advertisers will be held here on Thursday at Trader Tom's Steak House, to discuss the proposed AMPA ad-publicity school and to elect a nominating committee which will set up an official slate of candidates for election at a subsequent meeting. Harry K. McWilliams, AMPA president, will preside on Thursday.

TV Talent Pay Meet Here on Wednesday

Washington, Feb. 10.—Joseph Cooper, executive secretary of the Salary Stabilization Board, will meet with television broadcasting authorities in New York on Wednesday to discuss further salary control problems in the TV field.

The meeting is part of the further study which the Board is making of salary problems in the entertainment field, prior to final action on regulations for control of talent salaries. A special panel submitted its recommendations on this some weeks ago, but the Board has been getting further information. The meeting will be at the offices of the Columbia Broadcasting System.

Freed Director of Academy Program

Hollywood, Feb. 10. — Arthur Freed, producer, has been selected by the Academy Awards program committee to serve as general director of the 24th annual Awards program which will be held on March 20 at the RKO Pantages Theatre here, Charles Brackett, Academy president, announced.

Freed has been active in Academy affairs for many years.

Griffis Sees Truman

Washington, Feb. 10. — Stanton Griffis, retiring U. S. ambassador to Spain and chairman of the executive committee of Paramount Pictures, was a White House visitor Friday. He discussed the Spanish situation with President Truman.

Ian MacNeill Appointed

Ottawa, Ont., Feb. 10.—Ian MacNeill, assistant to Canadian Film Commissioner and formerly of Toronto has been appointed secretary of the National Film Board of Canada here.

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Lincoln's Birthday, a legal holiday.**

Personal Mention

Al Lichtman, 20th Century-Fox distribution head, is due back here from Florida on Wednesday.

•

Louis B. Mayer and Charles P. Skouras have been elected to the board of directors of the A. P. Giannini Scholarship Foundation on the Coast. Joseph Schenck is also a member of the board.

•

Leon J. Bamberger, head of RKO Radio sales promotion, will address the national convention of Drive-in Theatres and the Allied Independent Theatre Owners of Kansas and Missouri in Kansas City March 4-6.

•

David Supowitz, Philadelphia theatre architect, has been named vice-chairman of the 1952 Allied Jewish Appeal's trade council in Philadelphia.

•

John J. O'Connor and Adolph Schimel, Universal vice-presidents, were confined to their homes with colds at the weekend.

•

Tom Rogers, M-G-M's radio contact, left over the weekend for Jamaica, B. W. I., for a belated honeymoon. His wife was Ceil Chapman.

•

Terry Turner, RKO Radio director of exploitation, will leave here for Boston today.

•

Joseph A. Walsh, Paramount branch operations chief, will return to New York today from Dallas.

W. A. Scully is in New York from Florida.

•

Oscar Neu, president of Neumade Products Corp., and Mrs. Neu, left here Friday for the Coast. They will spend several weeks in Palm Springs and Neu will visit Coast dealers prior to returning here late next month.

•

Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, left over the weekend on a trip to the company's Central district offices. He will return here next weekend.

•

William B. Zoellner, head of M-G-M's shorts and newsreel sales, is back in New York from a two-week visit to Mid-Eastern exchanges.

•

Harold Rodner of Warner's service department, is recovering from surgery performed at Baptist Hospital in Boston.

•

Phil Wilcox, of *Parents Magazine*, will return here from the Coast today.

•

Arthur Canton of M-G-M's promotion department, returns to Canada today from New York.

•

Jerome Pickman, Paramount advertising-publicity vice-president, will return here today from the Coast.

•

Joseph M. Schenck is scheduled to leave here in a few days for Florida.

Choices of Women's Clubs on Radio

"Movies of the Month," representing the top choices of the General Federation of Women's Clubs from current previews in New York, will be announced exclusively on the Martha Deane Program, WOR, beginning Friday at 10:15 A.M.

Mrs. Dean Gray Edwards, chairman of the motion picture division of the Federation, will announce the selections monthly. The reports represent the concensus of preview members attending the screenings scheduled throughout the month by the Motion Picture Association of America.

AAA Elects Braden Executive Vice-Pres.

J. Noble Braden has been elected executive vice-president of the American Arbitration Association.

Braden formerly was executive director of the AAA's Motion Picture Arbitration Tribunal which handled industry cases under the 1940 decree in the industry anti-trust suit.

Fairbanks Office Here

Jerry Fairbanks, of Hollywood, this week will set up new sales and service offices here. Ralph Cattell, vice-president and general sales manager, is now in New York from the Coast completing the new staff.

Grainger on Tour With Prints of 2

James R. Grainger, Republic sales and distribution vice-president, left here at the weekend for Washington, first stop on a trip which will take him to Atlanta, Jacksonville, Tampa, and Dallas prior to his return to New York in about two and a half weeks.

Took Prints

He took with him prints of "Hoodlum Empire," starring Brian Donlevy and Claire Trevor and the John Ford-Merian C. Cooper production of "Quiet Man," co-starring John Wayne, Maureen O'Hara and Barry Fitzgerald, both films to be screened in the five cities. District manager James V. O'Gara accompanied Grainger to Washington, and will return directly to New York.

Special 'Photoplay' Award to DeMille

Cecil B. DeMille will be honored with a special award for "The Greatest Show on Earth" and "the magnificent contributions which this Master Showman has made to the screen," by *Photoplay* magazine at the annual Gold Medal Awards dinner tonight at the Ambassador Hotel in Los Angeles.

Newsreel Parade

The passing of King George VI is highlighted in all newsreels with three of them devoting their entire footage to the King's life and death. Other items are: Presidential patter, Korean fighting, and sports. Complete contents follow:

MOVIETONE NEWS, No. 13—The passing of George VI.

NEWS OF THE DAY, No. 247—Death of King George VI.

PARAMOUNT NEWS, No. 50 — GOP warm-up. Baby gorillas. Save Korean orphanage. George VI mourned.

TELENEWS DIGEST, No. 6-B—George VI passes. Korea fighting. Industrial Fair. Tunisia crisis. Korean orphanage saved. Horse race.

UNIVERSAL NEWS, No. 533 — The King's death.

WARNER PATHE NEWS, No. 52—The King is dead. GOP maps campaign. Truman isn't saying yes or no. Atlantic speed record.

Confirm Withdrawal Of SDG from MPIC

Hollywood, Feb. 10.—Motion Picture Industry Council has formally confirmed circulated reports that the Screen Directors Guild is severing its connection with the organization. The MPIC statement said the council will give consideration at its Feb. 20 meeting to the SDG withdrawal letter, signed by the SDG board, with which was enclosed a check in payment of MPIC dues to June 30, although the withdrawal date was given as Jan. 30.

Although neither organization vouchsafed formal explanation of the SDG withdrawal, published reports have intimated the SDG board has been dissatisfied with MPIC's endeavors in the public relations field.

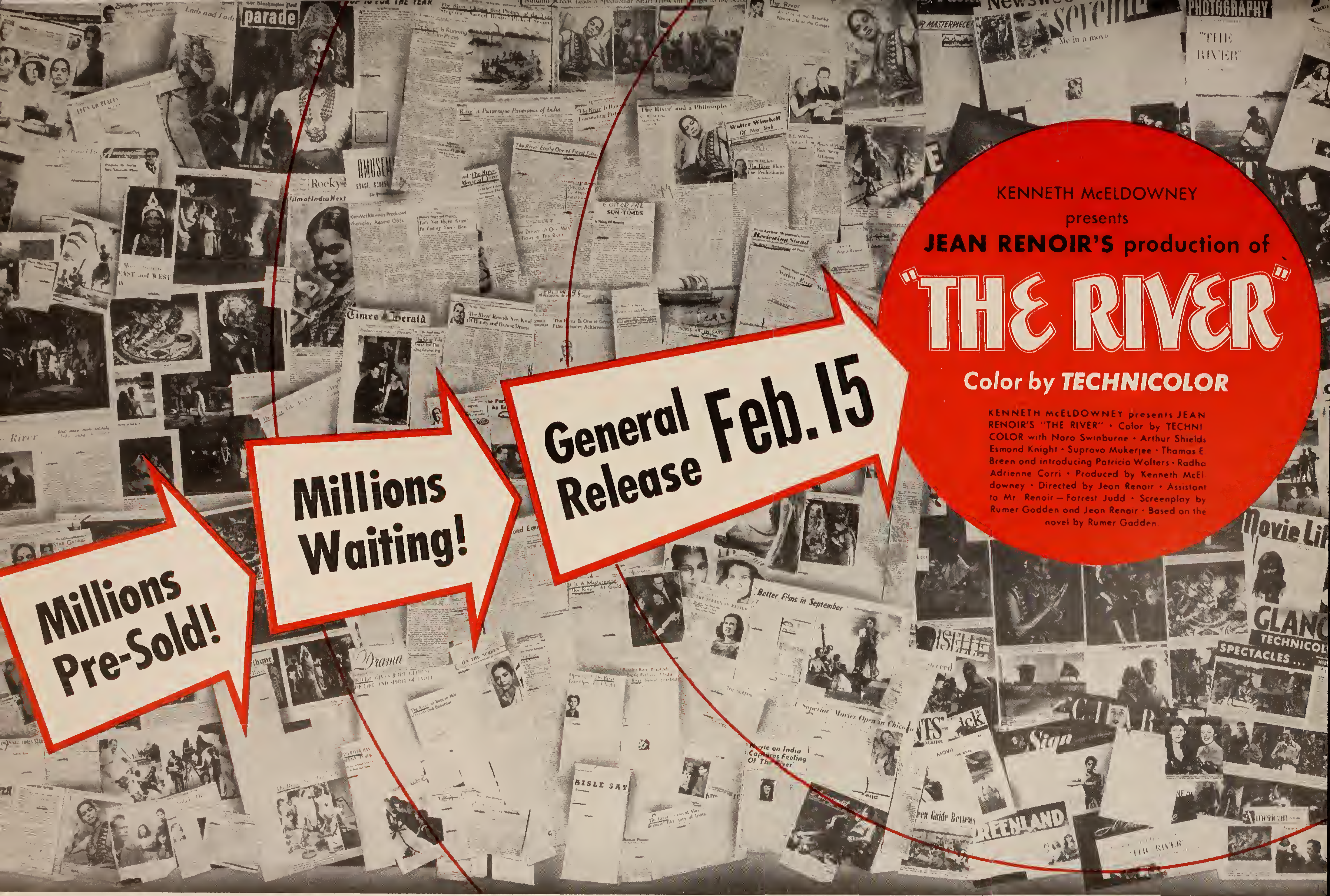
Philip G. Epstein Services Held

Hollywood, Feb. 10.—Funeral services were held Friday for Philip G. Epstein, producer-writer, who died Thursday at Cedars of Lebanon Hospital after an illness of several weeks. Co-writing with his twin brother, Julius since 1935, the deceased won an Academy Award for the "Casablanca" screenplay in 1943. His last completed work is the script "Rosalind," which Paramount will produce shortly. The script "Babylon Revisited," for the same studio, was under way when illness interrupted. The widow, Lillian, sons Leslie and Ricky, brothers Julius and Milton, survive.

Train Kills Dobby, Jr.

Boston, Feb. 10.—Richard Dobby, Jr., film salesman of RKO Radio's branch here, was instantly killed last Thursday when the car that he was driving was struck by a train at Highgate Center, Vt. He covered Vermont and New Hampshire. Surviving are the widow and five children. Dobbin was the son of Richard D. Dobbin, comptroller of Maine and New Hampshire Theatres.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue. Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



parade
Rocky
Times Herald
SUN-TIMES
Walter Winchell
The River' and a Philosophy
Better Films in September
AISLE SAY
Drama
Movie Life
GLAMOUR
TECHNICOLOR SPECTACLES...
GREENLAND
PHOTOGRAPHY

KENNETH McELDOWNEY
presents
JEAN RENOIR'S production of

"THE RIVER"

Color by **TECHNICOLOR**

KENNETH McELDOWNEY presents JEAN RENOIR'S "THE RIVER" • Color by TECHNICOLOR with Nora Swinburne • Arthur Shields Esmond Knight • Suprovo Mukerjee • Thomas E Breen and introducing Patricia Walters • Radha Adrienne Corri • Produced by Kenneth McEldowney • Directed by Jean Renoir • Assistant to Mr. Renoir—Forrest Judd • Screenplay by Rumer Godden and Jean Renoir • Based on the novel by Rumer Godden

Millions Pre-Sold!

Millions Waiting!

General Release Feb. 15

One of your Biggest Dollar Pictures for '52...*thru UA*

National Pre-Selling

HAVING selected 20th Century-Fox's "Phone Call from a Stranger" as its "Movie-of-the-Month," Macy's is going full blast in promoting the current Roxy Theatre attraction, adding several services never before given a previous selection. Supplementing the newspaper barrage of last week, the store is now distributing 50,000 preview questionnaires as package inserts. The forms ask customers to report what scenes they like best, which obviously makes it necessary to see the picture. Macy's huge switchboard, largest of any department store in the world, is adding a "plug" line for "Phone Call from A Stranger" to telephone conversations. In addition, the store has devoted much of its window and counter display to promote the film.

Russeks' Fifth Avenue store will follow up its cooperative advertising of "The Model and the Marriage Broker," which was so prominent last month, with a new campaign based on "Viva Zapata!", which opened at the Rivoli here last Thursday. The bulk of the advertising broke in Metropolitan newspapers yesterday, and will be followed with a direct-mail campaign to fashion editors and reporters in New York and Philadelphia, where Russeks has stores. More than 200 leading merchandisers and fashion representatives saw "Viva Zapata!" at a special preview here and were provided with special kits of promotional material. The guests viewed displays of Fashion Craft jewelry keyed to the picture. Kay Windsor Frocks will blanket the fashion trade from Coast-to-Coast with their merchandising tieup on "Viva Zapata!"

•

The biggest tom-tom beating in months will sound off the opening of John Huston's color in Technicolor adventure drama, "The African Queen," at the Capitol Theatre here in late February. Mori Krushen exploitation director for United Artists; Lige Brien, special events director, and assistant Eddie Dowden, Jr., are setting the pace with everything imaginable tossed into the promotion pot. Pretty models will give away 10,000 envelopes along Broadway, each containing "a genuine diamond or a reasonable facsimile." It's the first time for this stunt on Broadway. Jack Goldstein, for years identified with key advertising posts, has been named by Max E. Youngstein, vice-president of U. A., as special national exploitation representative. A special kit to support the $400,000 advertising budget, will be used. Bantam Books will issue a special 25-cent edition of the C. S. Forester adventure novel as part of the campaign.

•

Six governors of New England have "commanded" Walt Disney and his wife to attend the "Snow White" Coronation Ball at the Somerset Hotel in Boston on Feb. 23, under the sponsorship of the Woman's City Club. The "command" scroll is signed by Governors Paul A. Dever of Massachusetts, Frederick Payne of Maine, Lee Emerson of Vermont, Sherman Adams of New Hampshire, Dennis Roberts of Rhode Island and John E. Lodge of Connecticut. Terry Turner, RKO Radio director of exploitation, arranged the ball and tied it in as a promotion for Disney's "Snow White and the Seven Dwarfs," which is being reissued this month. The ball will culminate the search for winners in the contest to find a "Snow White," a "Prince Charming," and "The Most Popular School Teacher in New England." Winners will receive a free trip to England with the winning school teacher as their escort.

WALTER BROOKS

New Orleans Owners Organizing to Promote Industry's Best Interests

New Orleans, Feb. 10.—Independent owners and operators of regular theatres in New Orleans and suburbs held a meeting at 20th Century-Fox's screening room to determine whether they should organize to pursue a unified constructive course for the best interests of the industry. A large and enthusiastic crowd attended and it concluded unanimously that an organizational meeting should take place soon to arrange to start functioning immediately thereafter.

Organized exhibition in this territory is represented by Allied Theatre Owners of the Gulf States, an affiliate of national Allied.

Appeal on Crescent Order Is Expected

NASHVILLE, Feb. 10.—The Department of Justice is expected to appeal an order handed down by Judge Elmer Davies of Federal Court here declaring that defendants Crescent Amusement Co. and seven others, are not guilty as charged in petitions filed in May, 1951, by the Department of Justice, of violating the decree reached in the government' anti-trust suit. The order states that the plaintiffs are not guilty of either civil or criminal acts.

A petition from the defendants for dismissal of the only remaining issues in the suit is also expected.

Crescent Obtained

In 1950, Crescent obtained the consent of Federal Court to build theatres in Cleveland, Alcoa and Norristown, but did not proceed with construction. For this they were charged by the Justice Department with announcing construction plans only to keep independents from expanding in the three towns. Davies said that the defendants did not violate the decree and also said that R. E. Baulch, Crescent president, cannot be made a party to contempt proceedings. The court added that Kermit Stengel, Crescent vice-president, cannot be made to divest his holdings in Rockwood Amusement Co., one of the defendants.

'Detective Story' Receives Honors

William Wyler's "Detective Story" has been cited by the General Federation of Women's Club as the best melodrama of 1951. Kirk Douglas was voted best actor of the year for his performance in the Paramount film. The picture has also been selected as the best crime film of the year by MacLean's, Canadian magazine.

Christophers Dinner

HOLLYWOOD, Feb. 10.—The Christophers will hold their annual awards dinner Thursday at the Beverly Hills Hotel here.

'This Once' Set as MGM Contest Film

M-G-M has designated "Just This Once" as the second picture for the company's "Promotion Prize of the Month," Howard Dietz, advertising-publicity vice-president, reported at the weekend. The film will be generally released on March 7, and exhibitors have until the end of June to submit entries for prizes totalling $1,000. The submissions must include a direct factual report of activities in the fields of advertising, tie-ups, publicity, window displays and theatre fronts, etc.

Judges who will decide winning entries include Walter Brooks, editor of the Round Table of *Motion Picture Herald;* Chester Friedman, *Boxoffice,* and Chick Lewis of *Showman's Trade Review.*

Olin Named to UA Television Post

Milton E. Olin has been named United Artists Television's Midwest sales representative by John H. Mitchell, director of U. A. Television.

Olin was formerly with Richard H. Ullman, Inc., as East Coast representative. Prior to that he was with World Broadcasting.

Lux Declines Raise

BUFFALO, Feb. 10.—Elmer F. Lux, City Council president, and general manager of Darnell Theatres, has announced that he will not accept a $5,000 city pay raise salary increase authorized for him. Lux's city salary was boosted from $7,000 to $12,000 annually under a new law. He said he will ask that it be turned back to the city's general fund.

Arnall Hearings Delayed

WASHINGTON, Feb. 10.—Senate Banking Committee hearings on confirming Ellis Arnall, president of the Society of Independent Motion Picture Producers, as Price Stabilizer have been pushed back from tomorrow until Tuesday, Chairman Maybank (D., S. C.) announced. Prompt confirmation is expected.

Set Chevalier TV Shows

MIAMI BEACH, Fla., Feb. 10.—Broadway show producer Arthur Lesser, vacationing here, said he is leaving for Paris shortly to produce 26 half-hour shows, starring Maurice Chevalier, for television presentation in the U. S. Scripts are being prepared by Fred Finklehoff, also vacationing here.

Mark Time on French Pact

WASHINGTON, Feb. 10.—U. S. producers apparently are taking their time in approaching the State Department on a new U. S.-French film pact.

The present pact expires on June 30, and ordinarily, the Motion Picture Association of America and the Society of Independent Motion Picture Producers would have by now asked the State Department to sound out the French government on talks for a new agreement. But the French are now in serious political and financial difficulties, with a dollar shortage as acute or worse than in the immediate post-war days.

Top MPAA and SIMPP officials feel, it is understood, that delay can't possibly hurt. They argue that to start negotiations now would find the French insistent on cutting U. S. remittances sharply below present levels. In another few months, they reason, the situation can't be much worse and may possibly have improved, under the impetus of increasing U. S. military spending. So it may be as much as another month or two before MPAA and SIMPP approach the State Department on this subject.

SAG Defeats TA in NLRB Election

HOLLYWOOD, Feb. 10.—By a vote of 32-16 Screen Actors Guild Friday defeated Television Authority in an NLRB election to determine the proper representation of actors in all television films made by Columbia Broadcasting System on the West Coast.

Forty-eight out of 51 eligibles voted.

Coast Operators Negotiating Pact

SAN FRANCISCO, Feb. 10.—Negotiations are underway here for a new contract between the Moving Picture Operator's Local No. 162 and exhibitors.

One point of issue is a clause which would allow a minimum number of hours per week for projectionists to inspect films. A spokesman for the MPO told exhibitors that projectionists are having to devote much of their time to inspect film. Many theatres in San Francisco have already alloted time for projectionists to inspect films.

Skouras in NCCJ Appeal

George P. Skouras, chairman of the amusement division's participation in the 1952 fund-raising drive of the National Conference of Christians and Jews, has addressed a personal appeal to more than 700 circuit executives from Coast-to-Coast to support the Drive.

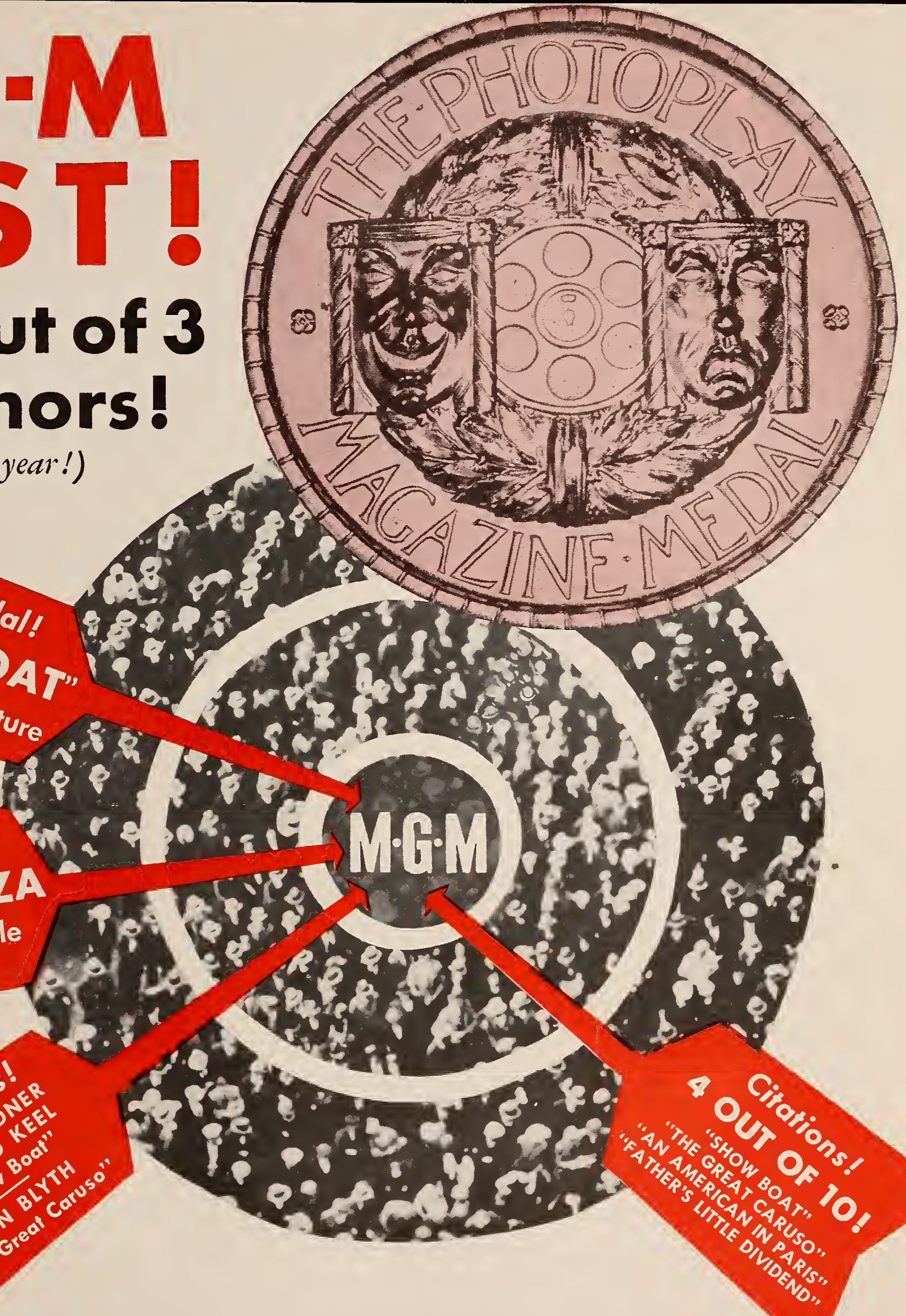
Award to Skouras

George P. Skouras, president of United Artists Theatre Circuit and founder of Skouras Theatres Corp., will be awarded a New York City Civil Defense of Merit Flag on Wednesday. This award is being given for the first time. It is specifically awarded in recognition of Skouras's efforts in aiding the public information and recruiting program of New York Civil Defense.

M-G-M FIRST!

Wins 2 out of 3 Top Honors!

(Just like last year!)



Gold Medal!
"SHOW BOAT"
Most Popular Picture

Gold Medal!
MARIO LANZA
Most Popular Male Performance

Citations!
AVA GARDNER
HOWARD KEEL
"Show Boat"
ANN BLYTH
"The Great Caruso"

Citations!
4 OUT OF 10!
"SHOW BOAT"
"THE GREAT CARUSO"
"AN AMERICAN IN PARIS"
"FATHER'S LITTLE DIVIDEND"

THE VOICE OF THE FANS!

The Photoplay Magazine Annual Poll of its readers is considered the most accurate barometer of public taste. Year after year M-G-M tops the field. We predict that foremost among the challengers for '52 honors will be: "QUO VADIS" • "BELLE OF NEW YORK" • "SINGIN' IN THE RAIN" • "SKIRTS AHOY!" • "LOVELY TO LOOK AT" • "SCARAMOUCHE" • "IVANHOE" • "THE MERRY WIDOW" "BECAUSE YOU'RE MINE" (*all the foregoing Technicolor*); "THE WILD NORTH" (*new Ansco color*); and "CARBINE WILLIAMS."

Motion Picture Daily Feature Reviews

"Rancho Notorious"

(Fidelity Pictures—RKO Radio)

A STRONG story line combined with fine performances make "Rancho Notorious," an outdoor drama, stand away above the routine. The story recounts the days and ways of a man pledged to avenge the brutal murder of his fiancee by a holdup man. A number of ballads runs through the film, giving it the refreshing quality of a folk tale.

The cast is a bright one for any showman's marquee, including Marlene Dietrich, Mel Ferrer and Arthur Kennedy.

Kennedy, setting out to track down his sweetheart's killer, has one clue, the cryptic phrase, "chuck-a-luck," murmured from the dying lips of the killer's accomplice. After some prolonged investigation he learns that the word is associated with an almost legendary saloon entertainer of the period, portrayed by Miss Dietrich. There are some flashbacks of Miss Dietrich in this fabulous role which give her the opportunity to sing. Among Miss Dietrich's admirers, Kennedy learns, was Ferrer, a bad man of the West who was considered fast on the draw. It now becomes the task of Kennedy to locate Ferrer and gain his confidence, all of which involves some brisk and exciting sub-plots. This accomplished, he learns that Miss Dietrich operates a hideaway ranch for outlaws for which she gets 10 per cent of all loot. Kennedy becomes part of the outlaw group and he attempts to ingratiate himself with Miss Dietrich, all of which causes some jealousy from Ferrer. Presently the story takes on the aspects of a dangerous romantic triangle.

The screenplay, by Daniel Taradash, has Kennedy get from Miss Dietrich's lips a clue which enables him to nail the real killer. The climax presents a gun battle among the gang members, Miss Dietrich falling prey to a stray bullet.

A presentation of Fidelity Pictures, Inc., it was produced by Howard Welsch and directed by Fritz Lang.

Running time, 89 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

"Aladdin and His Lamp"

(Monogram) *Hollywood, Feb.* 10

THAT SPECIAL KNACK of producer Walter Wanger for filming a fantasy in such a way as to reap a high exhibition profit—as per the records run up by his "Arabian Nights" and pictures in kind—is in evidence again in this Cinecolor tale of Aladdin and his magic lamp.

The trick in a narrative undertaking of this kind is to depict the incredible in a fashion that makes it credible, and although few producers have it (or few writers, for that matter) or keep it long it has always been a staple in the Wanger bag. In this picture, as in the others, plausibility is thrown all but overboard in the first few seconds of the first scene, which expeditious device frees the audience imagination to race the swift story from each peak or pit on to the next higher or deeper one until the necessary end. It has always been a characteristic of this type of picture that the public likes it so much better than the trade does that the business done always astounds the experts.

The Aladdin story itself is so well known in general outline that it need not be gone into here beyond mentioning that this version, scripted by Howard Dimsdale and Millard Kaufman, is somewhat freer and a good deal faster than most of its predecessors. The plot gives it more mileage, geographically, and it clocks more action and less dialogue to the running minute than is standard in this field of fiction. Production-wise, it keeps a large and colorfuly costumed cast constantly moving, against ornate interiors or expansive exteriors, and mixes a few exciting killings and romantic interludes with its feats of magic and legerdemain. Aladdin beats the evil genie and gets the princess, of course, but the odds against him are tougher than usual.

Patricia Medina as the princess is an appropriate eyeful, backed up by a retinue of the same, and John Sands as Aladdin has the physique required to run out a script that might have winded the first Fairbanks. Richard Erdman, John Dehner, Charles Horvath and Billy House are the standouts in the supporting cast.

Ben Schwalb was the associate producer, and Lew Landers provided properly spirited direction.

Running time, 67 minutes. General audience classification. Release date, Feb. 4.

"Retreat, Hell!"

(United States Pictures—Warner)

A PICTURE ABOUT SOLDIERY and war, this Warner Brothers offering which Mliton Sperling wrote and produced makes few departures from what has come to be accepted as stereotype in the genre. This means it has all the heroic idealism, explosive fury, soldierly endurance and battle vigor that film-goers have learned to expect in a picture about the achievements and sacrifices of America's Armed Forces in action. Its characters are more or less standard reproductions of what are popularly conceived to be typical fighting men—U. S. Marines this time—and the things they say and do during the particular campaign in which they are engaged will surprise few and delight all who want their film entertainment virile and action-packed. The setting is North Korea in the early phase of the current conflict.

Starred is Frank Lovejoy as the Marine colonel who, when asked by his men if it was true that they were retreating from the vicinity of the Manchurian border in the face of a Chinese Communist onslaught, replied grimly: "Retreat, hell! We're attacking in another direction." Lovejoy is ideally cast in the role of the understanding and determined commander; Richard Carlson registers nicely as the reserve captain who finds it difficult to adjust to the fact that he is once more engaged in the business of war; Rusty Tamblyn is adequate in the role of a private who takes a starry-eyed view of the Marine tradition, and Anita Louise, as Carlson's waiting wife, and the many others in the well-chosen cast fit neatly into the proceedings.

The story takes the audience through Marine training and then overseas into the thick of the battle in North Korea. The foe, like the Indians of the old West, is ubiquitous and given to charging and sniping without warning. Then, too, there is the enemy called winter which creates more suffering and hardship for the "retreating" Marines than is caused by the maniacal Chinese. All in all, "Retreat, Hell!" is a rich tribute to the Marine fighting man. But it is also a rip-roaring fighting picture that should enjoy good business at most theatres.

Joseph H. Lewis directed from a screen play by Sperling and Ted Sherdeman. The cast is rounded out with Ned Young, Lamont Johnson, Robert Ellis, Paul Smith and others.

Running time, 95 minutes. General audience classification. Release date, Feb. 23.

CHARLES L. FRANKE

"Navajo"

(Lippert) *Hollywood, Feb.* 10

IN THESE DAYS WHEN only pictures of special character, subject or theme seem to do completely satisfactory business, it is hard to see how this film, widely different from run-of-the-mine, can fail to make a notable mark on the records of the period.

This is a present-day factual story of events and a crisis in the life of a seven-year-old Indian boy living on the Navajo reservation in Arizona. It is virtually indescribable in the terms usually employed in a report of this nature and purpose, beyond the statement that it is a film of great natural beauty, irresistable charm, and rich in audience reward. It affords an exhibitor no marquee names with which to sell, yet on merit alone it stands a good chance of running up a fame of its own to cancel out that need. It is of course a natural for "art-house."

The picture is the joint undertaking of Hall Bartlett, whose first and long-planned project it is, and Norman Foster, who wrote and directed it after equally long and careful preparation. These earnest and expert craftsmen took Virgil E. Miller, one of Hollywood's ablest cameramen, to the Navajo reservation, recruited a cast of non-English speaking Indian residents, and filmed, against a scenic background that has to be seen to be believed, the story of the Indian boy and his contact with the white man's school. The story, told largely in narration, is also, by reference and by analogy, the story of the Navajos, set down without preachment, propaganda or pleading, but the way it was and is. The telling takes 70 of the most satisfying minutes recently experienced.

Running time, 70 minutes. General audience classification. Release date, Feb. 12.

"The Hawk of the Wild River"

(Columbia)

A VILLAIN known as the Hawk, a deadly shot with the bow and arrow, becomes the objective of Charles Starrett, who once again plays two roles, that of Steve Martin and the legendary Durango Kid. The picture has all of the necessary ingredients that make it acceptable Western fare. On hand to provide the comic relief is the bouncing, buoyant clown of many disguises, Smiley Burnette.

In order to get closer to the Hawk, Starrett gets himself arrested and thrown into the same cell with the killer. Presently he arranges a jail break, and before long Starrett becomes an accepted member of the Hawk's gang of outlaws. Thus armed with inside information, he is able to track down the Hawk and bring his henchmen to justice. Conforming to convention there are some close calls for Starrett as well as several mistaken notions as to his intentions. Others in the cast are Jack Mahoney as the sheriff and Clayton Moore as the Hawk. Colbert Clark produced and Fred F. Sears directed, from the screenplay by Howard J. Green.

Running time, 54 minutes. General audience classification. February release.

M. HERBSTMAN

Optimistic on Drive-ins

ALBANY, N. Y., Feb. 10.—Announcing that his Lincoln Drive-in in Philadelphia will reopen on March 15, Neil Hellman predicted the new season will be a good one, comparing favorably with last year. Hellman said he does not expect travel to be curtailed because of the international situation.

Jack Sidney Appointed

Jack Sidney, for a number of years publicist for Loew's Theatres in Baltimore, has been appointed acting city manager of Loew's Century, Valencia and Parkway Theatres in that city, succeeding Joseph Smart.

Cohen Leaves Monogram

NEW HAVEN, Feb. 10. — Richard Cohen has resigned as office manager of the Monogram exchange here to become associated with the Sampson-Spodeck interests, operators of the Lincoln Theatre here and the Art Cinema in Bridgeport. Cohen was in distribution for more than 25 years.

Lowenthal to Distribute

MEXICO CITY, Feb. 10.—Rudolph Lowenthal, producer of several pictures in Mexico, is organizing a company here to distribute European pictures. Lowenthal recently returned from European film fairs at which he represented Mexico.

A. T. & T. Can Now Link 25 Cities

The growth of A. T. & T.'s inter-city channels have now made it possible to link 25 cities—three more than a few months ago—in a theatre television network "with a reasonable amount of assurance," an A. T. & T. spokesman disclosed here.

Another indication of the growing availability of service for theatre TV, the spokesman added, is that A. T. & T. was able to clear 41 cities for the projected Robinson-Olson West Coast bout, which has been postponed three times.

Bid FCC Ruling

(*Continued from page* 1)

severing of issues concerning the transfer of DuMont stock from the old Paramount Pictures firm to the new one, the granting of present DuMont applications for licenses, renewal of licenses and modification of licenses, and "such other relief as the Commission may decide appropriate."

DuMont said it had never been involved in film production or any anti-trust violation, and that it was "legally, technically, financially and otherwise capable of conducting its own activities." It cited instances where DuMont's directors had prevailed over Paramount's and other items to back its claim that Paramount does not control DuMont.

Paramount president Barney Balaban is expected to return to the stand when the hearings resume tomorrow morning before FCC hearing examiner Leo Resnick.

Arbitration Meet

(*Continued from page* 1)

Queried on whether he knew if UA, Columbia, Universal, Republic and Monogram will be sent copies of the Allied memorandum, Wilbur Snaper, Allied president, said he did not have that information. This much is certain: copies of the memorandum will be mailed in about a week by Abram F. Myers, Allied general counsel, to attorneys of Loew's, 20th-Fox, Paramount, RKO Radio and Warner Brothers.

By and large, spokesmen for the other five companies who were reached at the weekend were reluctant to comment without qualification on the arbitration movement. They said they did not want to presume their companies would be invited to an arbitration conference until there was evidence that invitations would be extended.

One exception was Edward Morey, sales vice-president of Monogram. He said he saw a great need for an "all-industry" arbitration system, and indicated his company was entirely willing to participate in any conference looking in that direction.

Plaque for Kaufman

CLEVELAND, Feb. 10.—A plaque will be erected in the Will Rogers Memorial Hospital in memory of the late Dave Kaufman, Warner salesman, who was killed last year in an automobile accident. The plaque is in appreciation of a $250 contribution to the hospital made in memory of Kaufman by the Cleveland Salesmen's Club.

No Ruling on Color Video

(*Continued from page* 1)

uses. Mobilization officials will study the situation, a National Production Authority announcement said, and will make a decision in the best interests of the defense effort.

Theatre TV spokesmen, who at one time asked for a separate NPA conference on theatre television, said they would now wait to see NPA's final action before prodding the agency again on the theatre TV question. "Perhaps the action will solve our problems," one spokesman said. "Government agencies have frequently been known to take the middle course, and permitting theatre color but banning home color would be a middle ground. We'll wait a while. Of course, if NPA stalls too long, we'll prod them again."

Said Privately

NPA officials said privately that far more support developed at the industry meeting than had been anticipated in favor of keeping the ban on all types of color television. The main argument was that a green light for color would divert highly trained labor from the defense program to color television output.

Balaban Argument

One of the strongest arguments for a complete end of the color ban, with NPA keeping control only through its material allotments and permitting manufacturers to use their allotments for whatever end product they want, came from Barney Balaban, Paramount Pictures president. Speaking for Paramount's affiliate, Chromatic Television Laboratories, Inc., which holds the rights to the Lawrence tri-color tube, Balaban said the M-90 order was to his knowledge the only case where the government is controlling the output of end products. He said the order prohibited manufacture of a color set even if it didn't use any more or even if it used less critical materials than a black-and-white set.

Anomalous Situation

Moreover, he declared, "I can state flatly that Chromatic has developed the Lawrence tube to a point where a set with that tube in it can produce a black-and-white or color picture and yet uses no other materials than are utilized in any black-and-white set. If M-90 is permitted to stand, we have the anomalous situation that we as a manufacturer could make a set containing the Lawrence tube so long as only a black-and-white picture was produced thereon." CBS president Frank Stanton said he agreed with Balaban's recollection that the previous Oct. 25 conference had agreed to permit manufacturers to turn out whatever end products they wanted so long as they stayed within their material allotments from NPA. He urged repeal of the M-90 order and a simple policy that any manufacturer could use his materials however desired, but with the understanding he would get no more materials for color equipment than he was entitled to for black-and-white. Stanton specifically made a plea for permission to use color in "non-broadcast use."

Attacked CBS

RCA board chairman David Sarnoff, who bitterly attacked CBS and charged that CBS was not meeting its promised color TV broadcast schedule even before the freeze, nonetheless agreed that the original Oct. 25 conference had not contemplated a ban on theatre television.

In the official NPA statement, it was declared that NPA officials had emphasized at the meeting that even if M-90 were revoked, "no additional materials would be allotted to anyone specifically for color television."

Projection Booth

(*Continued from page* 1)

booths; provide separate washroom facilities for projectionists; increase ceiling heights of booths, and renovate existing booth lighting equipment."

Sumberg added: "The forces which were able to get this bill introduced are exerting strong pressure to assure passage. It is imperative that every effort be made to prevent the enactment of this legislation."

Messages of Opposition

Messages of opposition to Senator Ernest I. Hatfield and to Assemblyman John F. Wadlin, chairmen of the Committees on Labor and Industry in both houses, was also suggested by Sumberg.

The IATSE advocates the bill, which the state federation of labor has supported in the past.

See Color Films in Mexico in March

MEXICO CITY, Feb. 10.—Color films will be filmed in Mexico by mid-March, at studios that are being conditioned at San Angel Inn, local suburb, to feature the Gevacolor process. Technicians are due here soon from Belgium to complete the operation. They expect to produce two full-length pictures before summer.

A. T. & T. Tests 8

(*Continued from page* 1)

have been limited to experimental phone service.

Such facilities, however, could be used to carry video signals, it was explained. The film industry is seeking an allocation from the Federal Communications Commission, when hearings begin on March 10, of frequencies on the 10-megacycle band.

Leaves Monogram

(*Continued from page* 1)

him in 1924 when he formed Rayart Pictures Corp. She subsequently joined Monogram when Johnston formed that firm and in 1940 moved to the Hollywood headquarters. She returned to New York in 1941 when appointed Monogram's Eastern publicity representative and remained in that capacity until her resignation.

Koury to Write Novels

HOLLYWOOD, Feb. 10.—Phil Koury has resigned his post as Paramount studio publicist, effective Feb. 15, to devote all of his time to writing novels. His first book will be published in the fall by Doubleday. Koury, who was with Paramount for six years, had been assigned to Cecil B. DeMille productions.

A. T. & T. Costs

(*Continued from page* 1)

atre Television Committee, have warned of A. T. & T. opposition.

The counter attack of the industry, according to sources now at work preparing for the hearings, will center on such costs as local loops, installations and inter-city transmissions. Counter-charges on costs, according to one industry spokesman, will hit the Bell System in its most "vulnerable" spot, and would mark the first time that costs of theatre television have ever been challenged before the FCC.

Saw No Basic Change

As far as costs go, an A. T. & T. spokesman here said he saw no basic change as to its structure in the foreseeable future for the occasional user such as theatres. He said the costs would decline as more theatres and events are programmed.

The cost structure itself, however, would remain the same. That is, $1 per air mile per hour for inter-city video transmission, as compared to the 20 cents charged to networks as monthly users for video and additional facilities. Other charges which he saw remaining about the same include loop and installation charges. Loop charges currently range from $200 to $400 per month to theatres, while installation varies from no charge up to $500, according to an A. T. & T. spokesman, who pointed out that many of these charges are made by local telephone companies.

Exemplifying the "onerous" costs, one industry representative, pointed to loop charges. The engineer said, for instance, that the charges in New York for a loop are equal for the network studio, which has millions of outlets, and for the theatre which has only a limited number of seats.

A. T. & T.'s position is that costs cited by a public utility regulator by the FCC cannot be based on "the ability to pay," nor to the comparative maturity or infancy of the industry. Instead, it is argued, the cost structure must be the same for all possible users of facilities.

As to its over-all charges, an A. T. & T. spokesman pointed to the huge multi-million dollar investment to build inter-city channels and provide service.

Leo, Johnson Appointed

LOS ANGELES, Feb. 10.—John Leo has been appointed district manager of the new San Francisco office of Manhattan Films International, Inc., and Pete Johnson, formerly with station KTTV, will join the local staff to handle the firm's newly-created TV division, it was announced here by president Robert I. Kronenberg. Leo was formerly a district sales manager for Eagle Lion.

Taylor Theatre Burns

LAUREL, Miss., Feb. 10.—The Jean Theatre Building was one of five business establishments included in Laurel's worse fire in 20 years, causing damage estimated at $750,000.

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VOL. 71. NO. 30 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 13, 1952 TEN CENTS

Give-and-Take On Rentals QuestionUrged

Advocates of Arbitration Rely on Ground-Giving

The exhibitor-distributor arbitration conference which appears to be in the offing unquestionably would put the spotlight on wide differences of opinion on the questions of whether film rentals should be arbitrated and whether punitive damages should be included in awards under a possible system, according to observers in both exhibition and distribution here.

Generally, however, it is hoped that exhibition, which has put forth the proposal that rentals be included in industry arbitration, and distribution, which frowns on this proposal, will approach such a conference in a spirit of "give-and-take." Those in both branches who are eager to see an arbitration system established are relying on such a spirit to bring the conference to fruition.

Meanwhile, Allied States Associa-

(*Continued on page* 6)

See Para. Hearing Decision Sept. 1

WASHINGTON, Feb. 12. — Federal Communications Commission hearing examiner Leo Resnick estimated today he would issue a proposed decision in the catch-all Paramount hearing around next Sept. 1.

That would be considerably more than a year after the question of the merger between the American Broadcasting Co. and United Paramount Theatres—one of the issues in the hearing—was put up to the Commission. It would be two and a half

(*Continued on page* 7)

April Star Tour Set for Albany

ALBANY, N. Y., Feb. 12.—A unit of Hollywood stars and personalities will tour the Albany exchange district the week of April 21, for "Movietime, U.S.A.," local co-chairman Harry Lamont announced Monday night following a telephone talk with Arthur L. Mayer, executive director of the Council of Motion Picture Organizations. Mayer will furnish Lamont with the names in a week.

A meeting of branch managers with Lamont, Charles A. Smakwitz, War-

(*Continued on page* 6)

'Viva Zapata' Hits $68,000; Big $90,000 for 'Stranger'

Twentieth Century-Fox's "Viva Zapata" at the Rivoli here is expected to hit a robust $68,000 for its first week which will end tomorrow. The Darryl F. Zanuck production serves as a pacer for other Broadway houses whose grosses were bolstered by yesterday's Lincoln Birthday holiday.

Other strong grossers include "Phone Call From a Stranger," at the Roxy, "The Greatest Show on Earth" at the Radio City Music Hall, "Sailor Beware" at the Mayfair and "Quo Vadis" at the Astor.

A big $90,000 is estimated for the second stanza of "Phone Call From a Stranger" at the Roxy, which is featuring Johnny Johnston on stage. It will hold over for another week when "Five Fingers" will bow in, with Dorothy Lamour on stage.

The drawing power of "The Great-

(*Continued on page* 6)

Yearly High of 50,000 Color TV Tubes Seen

Washington, Feb. 12.—Paul Raibourn, Paramount Pictures vice-president and television expert, told the Federal Communications Commission today that Chromatic Television Laboratories, Inc., could not produce more than 50,000 Lawrence tri-color tubes a year. He added that Chromatic "would be doing very well" if it produced between 5,000 and 10,000 in the coming year.

List Nominees For 'Oscars'

HOLLYWOOD, Feb. 12.—Nominations for the Academy of Motion Picture Arts and Sciences' 1952 "Awards of Merit" are as follows:

Best Motion Picture: "An American in Paris," M-G-M; "Decision Before Dawn," 20th Century-Fox; "A Place in the Sun," Paramount; "Quo Vadis," M-G-M, and "A Streetcar Named Desire," Warner Brothers.

Best Actress: Katharine Hepburn for "The African Queen"; Vivien Leigh for "Streetcar"; Eleanor Parker for "Detective Story"; Shelley Winters for "Place in the Sun" and Jane Wyman for "The Blue Veil."

(*Continued on page* 7)

250 at Industry Tribute Luncheon

Some 250 persons from the motion picture industry, the press and numerous national organizations will gather at the Hotel Pierre here today where the preview committees of 13 national women's groups will present to the industry a citation for its "creative artistry" and successful "voluntary self-regulation." Eric Johnston, president of the Motion Picture Association of America, will accept the citation for the industry and make the response.

Representatives from all of the 13

(*Continued on page* 7)

Winikus Heads UA Ads and Publicity

Francis Winikus

HOLLYWOOD, Feb. 12.—Francis M. Winikus has been named national director of advertising, publicity and exploitation for United Artists by Max E. Youngstein, UA vice-president, who will continue to supervise all advertising, publicity and exploitation of the company. Winikus had been assistant national director.

"Winikus' appointment is United Artists' initial move in a worldwide plan to create an advertising-merchan-

(*Continued on page* 6)

'U' Directors Get Preliminary Report

Distribution of a voluminous preliminary report on the possible benefits accruing from the consolidation of Universal Pictures and Decca Records to Universal's board of directors has now been completed.

Action on the report, however, is not expected until late spring. The Universal board has amended the company's by-laws to change the annual stockholders meeting date from the second Wednesday in March to the fourth Thursday in April. However, the Universal stockholders meeting is

(*Continued on page* 6)

Johnston Calls FCC Meet Top ItemonAgenda

Part of MPAA Emphasis On Domestic Issues

HOLLYWOOD, Feb. 12.—With foreign problems which were preeminent in 1947 now much improved, the Motion Picture Association of America is reorienting its operations to give the domestic situation predominant attention, president Eric Johnston told the trade-press yesterday. Uppermost among domestic matters on an early agenda is the industry's hearings before the Federal Communications Commission March 10 on its request for ultra-high-frequency channels which, if granted, Johnston said, "might mean a complete change in the motion picture industry."

During the past week Johnston has lined up studio executives, production heads and others who will go to Washington to testify before the FCC.

Although the foreign situation is better than it was as concerns getting

(*Continued on page* 7)

Tells of 'Good' Tenarken Business

A report of "good business" was rendered by Robert M. Weitman, United Paramount Theatres vice-president, in describing the box-office situation of UPT's Tenarken theatre circuit.

Weitman, who returned Monday from a tour of the circut, said that managers in Arkansas, Kentucky and Tennessee reported that business was holding up favorably as compared to a year ago. Weitman attributed the favorable incline to good product and merchandising.

'Amazing' Upswing in Minnesota Business

MINNEAPOLIS, Feb. 12.—Business in the Twin Cities and the state of Minnesota in general has been "absolutley amazing" in recent weeks, according to Minnesota Amusement Co. executive Charles Winchell, who, while declining to give actual grosses, felt "the general improvement indicates a definite break in the box-office decline" in this area.

Citing engagements in a cross section of situations as all scoring an upswing over recent weeks, he indi-

(*Continued on page* 6)

Justice Department Appeals Decision On Crescent Case

WASHINGTON, Feb. 12.—The Justice Department today appealed to the Sixth Circuit Court of Appeals its criminal contempt charges against Crescent Amusement Co. and seven other defendants.

The notice of appeal from the Nashville District Court decision dismissing the contempt charges was filed at Nashville. Justice Department officials here said they had not yet decided whether also to appeal the Nashville court's dismissal of civil contempt charges. That appeal would go directly to the U. S. Supreme Court, and the government has another 30 days in which to make that decision.

Both the civil and criminal contempt proceedings grew out of government charges that Crescent had violated the 1943 court decree, which ended the Federal suit against the circuit.

Minevitch Plans 3 More Films Abroad

Borrah Minevitch, whose first production, "Jour de Fete," will open at the 55th Street Playhouse here on Feb. 19, has plans for three more productions, he announced here. All will be made abroad.

Minevitch, who arrived here from France to attend the American premiere, plans to go back in about three weeks to get the next film rolling.

Production costs in France in the past year have gone up about 30 per cent, he said. Yet, he asserted, by an astute shooting schedule, pictures can be made much more economically there.

The average first-run admission is 85 cents, he said, and with economic conditions poor, patrons are shopping for their film entertainment.

"Jour de Fete," which stars Jacques Tati, is being released in the U. S. through Mayer-Kingsley.

Eady to Retire; New Aide for Film Pact

LONDON, Feb. 12.—Sir Wilfrid Eady, joint Second Secretary at the Treasury, and author of the Eady Plan under which a portion of exhibitors' receipts is set aside to aid producers, will retire from public service at the end of April.

Sir Bernard Gilbert will become second Secretary, with E. G. Compton, head of the overseas coordination section of the Treasury, taking over supervision of home finance from Sir Bernard. It is understood that Compton will represent the Treasury in any negotiations concerned with the Anglo-American films monetary agreement, and in discussions of changes in the entertainment tax, for which exhibitors here are now pressing.

W. R. Fuller Stricken

LONDON, Feb. 12.—Walter R. Fuller, general secretary of the Cinematograph Exhibitors Association, is seriously ill in a Glasgow nursing home where he was taken after being stricken while attending the CEA's Scottish Branch annual meeting.

Personal Mention

SAM ECKMAN, managing director for Loew's International in England, is due to arrive here today on the *Ile de France* for a brief visit with **ARTHUR M. LOEW** and other home office executives.

•

IRVING MAAS, former vice-president and general manager of the MPEA, and **MRS. MAAS**, have returned to New York from a four-week Florida vacation.

•

SILAS F. SEADLER, M-G-M advertising manager, was a special guest on **BILL WILLIAMS**' program over the WJZ network Sunday night.

•

DONALD NATHAN, executive of Paramount International Films, has announced his engagement to **MRS. KATHERINE RAPP BERNSTEIN**.

•

EDWARD M. SAUNDERS, M-G-M assistant general sales manager, has left here to spend a few days in Denver.

•

ROBERT K. SHAPIRO, manager of Broadway's Paramount Theatre here, celebrated his birthday yesterday.

GEORGE D. BURROWS, executive vice-president and treasurer of Monogram-Allied Artists, has returned to Hollywood from New York.

•

DONALD MACK, sales manager of Filmack Trailers television division, and his wife announce the birth of a son, **HOWARD CRAIG**, making **IRVING MACK**, Filmack president, a grandfather again.

•

ROBERT J. WOLFF, managing director of RKO Radio Pictures, Ltd., United Kingdom, left here for the Coast yesterday.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, has left Hollywood for Kansas City and St. Louis.

•

CHARLES J. FELDMAN, Universal-International domestic sales manager, returned to New York yesterday from Chicago.

•

WILLIAM J. HEINEMAN, United Artists distribution vice-president, is in Hollywood for a two weeks visit.

Glenn Again Heads NY Directors Guild

Jack Glenn, senior director of the March of Time, has been installed as president of the Eastern Screen Directors Guild for the fourth straight year. The entire roster of officers was reelected by acclamation.

Continued in office were: Dana Noyes, first vice-president; Leslie Roush, second vice-president; Alexander Gansell, recording secretary; Hans Mandell, corresponding secretary; Edward Seward, treasurer. Continuing on the board of governors are: Joseph E. Henabery, Herbert Kerkow, Warren Murray, George L. George and William Resnick. Reelected to the auditing committee were: Henwar Rodakiewicz, chairman, Redmond Farrar and Paul Falkenberg.

Variety Benefits from 'Las Vegas' Premiere

LAS VEGAS, Feb. 12.—Pairs of tickets to the premiere of RKO Radio's "The Las Vegas Story" were being sold for $50 by leading hotels here to increase the benefit for the Variety Club Heart Fund for handicapped children, which will receive all proceeds from the two-theatre opening tonight. The premiere was at the Fremont and Huntridge theatres, following a fireworks display, street parade, and other festivities which saw this city reverting to its "Old West" days with everyone dressed in Western fashion.

Carmel Myers' Book

"Don't Think About It," a book by Carmel Myers (Mrs. A. W. Schwalberg), has been published by Doubleday & Co. With a foreword by Lawrence S. Kubie, M.D., the book offers a formula for overcoming grief for some of those visited by great personal tragedy.

Aboaf to Europe On Blumberg Drive

Americo Aboaf, sales vice-president of Universal International Films, Inc., foreign distributors of Universal pictures and J. Arthur Rank productions in Latin America and Philippines, will leave here over the weekend on a six-weeks' tour of U-I branches throughout Europe.

This visit will coincide with the middle-period of the worldwide "NATE BLUMBERG 40TH ANNIVERSARY DRIVE," Dec. 30 to May 3, in which Greece, France, Spain, Belgium and Italy now hold leading positions.

Cancel Premieres For King's Funeral

LONDON, Feb. 12.—British theatres will remain closed until 6:00 P.M. Friday, the day of the King's funeral, despite the government's announcement that it is the wish of the new Queen that there be no general suspension of work on that day.

Paramount has called off its elaborate, circus-like premiere for "The Greatest Show on Earth," which had been scheduled for Friday. Instead, the film will open in the ordinary way on Saturday. Republic also has cancelled the European premiere of its "Thunder Across the Pacific," which had been scheduled for the Theatre Royal at Manchester.

Closing for Funeral

OTTAWA, Feb. 12. — Canadian theatres are expected to be closed until the evening performance Friday, the day of the funeral of King George VI.

NTFC Reception Today

A series of "Wednesday at the Warwick" reception meetings will be launched at the Hotel Warwick here today by the National Television Film Council.

243 U.S. Films to Mexico in A Year

Mexico City, Feb. 12.—Hollywood continues to dominate Mexican exhibition, official figures disclosing that of 297 imported pictures screened in 1951, 243 were American. The others were: French, 18; Spanish, 16; Italian, 10; Argentinian, six; English, three and Chilean, one. Only 112 Mexican pictures were exhibited.

NPA Approves New Fox Denver Theatre

WASHINGTON, Feb. 12.—The National Production Authority has approved an application from Fox Greater Theatres to put up a new theatre in Denver, it was learned here today.

The theatre is to replace a leased theatre which Fox is losing in March or April. NPA officials said they understood Fox was planning to use a "pre-fab" type theatre, that the structure had been on hand for a long time, and that the application was approved on the grounds of hardship arising from the loss of the lease and on the understanding that no government allotments of materials would be needed to put up the new theatre.

The New York Statutory Court recently okayed the new theatre under a provision in the 20th-Fox consent decree which said Fox could erect a theatre in Denver to replace the one being lost if both the Justice Department and the court approved. The application was opposed by Harris Wolfberg, Denver independent exhibitor, who is taking over the theatre which Fox is losing.

$55,000 for 'Quo Vadis'

PHILADELPHIA Feb. 12.—Metro-Goldwyn-Mayer's "Quo Vadis" is understood to have established a record at the Warner's Mastbaum Theatre here, on a $55,000 gross for five days.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

HOWARD HUGHES presents
JANE RUSSELL
VICTOR MATURE in
THE LAS VEGAS STORY
in person
DENISE DARCEL
JACK CARTER
BLUE BARRON And His ORCH.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

TOP MUSICAL FOR A TOP HOLIDAY!

What could be sweeter!

M-G-M's TECHNICOLOR TREASURE

"SINGIN' IN THE RAIN"

TRADE SHOWS MARCH 11th

IT WILL RAIN GOLD AT EASTER!

Be ready with open dates to catch the shower of profits!

We make the unqualified statement that "Singin' In The Rain" is the greatest box-office musical M-G-M ever made! The Previews in California were unprecedented in Coast annals. It is the talk of the film colony. The public has never seen anything like it! We urge you as we have never urged before: Save your Easter dates for this M-G-Musical Goldmine!

*

M-G-M presents "SINGIN' IN THE RAIN" starring Gene Kelly • Donald O'Connor • Debbie Reynolds • with Jean Hagen Millard Mitchell • and Cyd Charisse • Color by Technicolor • Story and Screen Play by Adolph Green and Betty Comden • Lyrics by Arthur Freed • Music by Nacio Herb Brown • Directed by Gene Kelly and Stanley Donen • Produced by Arthur Freed

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Jan. 6	(Jan. Releases)	FOR MEN ONLY Paul Henreid Margaret Field D—93 min. (5102) (Rev. 1/24/52)	WESTWARD THE WOMEN Robert Taylor Denise Darcel O—118 min. (Rev. 11/19/51)	THE STEEL FIST Roddy McDowall Kristine Miller D—73 min. (5217)			(Jan. Releases) ON DANGEROUS GROUND Ida Lupino D—62 min. (215) (Rev. 11/30/51)	(Jan. Releases)	(Justman) CHICAGO CALLING Dan Duryea Mary Anderson D—74 min. (Rev. 12/10/51)	(Jan. Releases) FLAME OF ARABY (Color) Maureen O'Hara Jeff Chandler D—77½ min. (207) (Rev. 11/26/51)	
Jan. 13	BOOTS MALONE William Holden Johnny Stewart D—103 min. (Rev. 12/28/51) INDIAN UPRISING (Color) George Montgomery O—75 min. (Rev. 1/3/52)		PANDORA AND THE FLYING DUTCHMAN (Color) James Mason Ava Gardner D—123 min. (Rev. 10/11/51)	TEXAS CITY Johnny Mack Brown O—54 min (5241)	(Jan. Release) HONG KONG (Color) Ronald Reagan Rhonda Fleming D—91 min. (5109) (Rev. 11/15/51)	WOMAN IN THE DARK Penny Edwards Ross Elliott D—60 min. (5131) (Rev. 1/28/52)	(Goldwyn) I WANT YOU Dana Andrews Dorothy McGuire D—102 min. (251) (Rev. 11/1/51)	THE MODEL AND THE MARRIAGE BROKER Jeanne Crain Scott Brady CD—103 min. (Rev. 11/27/51)	(Dougfair Prods.) ANOTHER MAN'S POISON Bette Davis Gary Merrill D—89 min. Rev. 12/27/51)	BRIGHT VICTORY Arthur Kennedy Peggy Dow D—97 min. (208) (Rev. 7/20/51)	I'LL SEE YOU IN MY DREAMS Doris Day Danny Thomas MD—110 min. (112) (Rev. 12/6/51)
Jan. 20	THE OLD WEST Gene Autry O—61 min. (Rev. 1/11/52) SMOKY CANYON Charles Starrett Smiley Burnette O—55 min. (Rev. 1/28/52)	MAN BAIT George Brent Marguerite Chapman D—78 min. (5103)	THE SELLOUT Walter Pidgeon John Hodiak D—83 min. (Rev. 12/17/51)	ALADDIN AND HIS LAMP (Color) Patricia Medina John Sands D—66½ min. (5299) (Rev. 2/11/52)		CAPTIVE OF BILLY THE KID Alan "Rocky" Lane O—54 min. (5064) (Rev. 1/18/52)	TEMBO (Color) Howard Hill (Semi-Documentary). 80 min. (265) (Rev. 12/18/51)	DECISION BEFORE DAWN Richard Basehart Gary Merrill D—119 min. (Rev. 12/19/51) (Bernhard Prods.) JAPANESE WAR BRIDE Shirley Yamaguchi D—91 min. (Rev. 1/7/52)		FINDERS KEEPERS Tom Ewell Julia Adams C—74 min. (211) (Rev. 12/14/51)	
Jan. 27			INVITATION Dorothy McGuire Louis Calhern D—85 min. (Rev. 1/24/52)			LADY POSSESSED James Mason June Havoc D—87 min. (5104)	A GIRL IN EVERY PORT Groucho Marx William Bendix C—86 min. (218) (Rev. 12/27/51)		CLOUDBURST Robert Preston D—83 min. (Rev. 2/4/52)	THE CIMARRON KID (Color) Audie Murphy Beverly Tyler O—84 min. (213) (Rev. 12/14/51)	ROOM FOR ONE MORE Cary Grant Betsy Drake CD-98 min. (113) (Rev. 1/10/52)
Feb. 3	(Feb. Releases) DEATH OF A SALESMAN Fredric March D—111 min. (Rev. 12/10/51)		LONE STAR Clark Gable Ava Gardner D—94 min. (Rev. 12/20/51)	NIGHT RAIDERS Whip Wilson O—52 min. (5251)		COLORADO SUNDOWN Rex Allen Mary Ellen Kay O—67 min. (5141)	(Feb. Releases) (Re-Release) HUNCHBACK OF NOTRE DAME Charles Laughton Maureen O'Hara D—117 min. (266) (Rev. 12/15/39)		(Jack Schwarz) BUFFALO BILL IN TOMAHAWK TERRITORY Clayton Moore O—66 min. (Rev. 2/4/52)		
Feb. 10	THE HAREM GIRL Joan Davis C—70 min. (Rev. 1/18/52) HAWK OF WILD RIVER Charles Starrett Smiley Burnette O—54 min. (Rev. 2/11/52)	NAVAJO All Indian cast 70 min. (5104) (Rev. 2/11/52) STRONGHOLD Veronica Lake Zachary Scott D—73 min. (5107)	SHADOW IN THE SKY Ralph Meeker James Whitmore D—78 min. (Rev. 12/18/51)	FORT OSAGE (Color) Rod Cameron O-72 min. (5102) (Rev. 1/18/52)	(Feb. Releases) SAILOR BEWARE Dean Martin Jerry Lewis C—104 min. (5114) (Rev. 11/29/51)		(Re-Release) CAT PEOPLE Simone Simon Kent Smith D—73 min. (267) (Rev. 11/16/42) THE LAS VEGAS STORY Jane Russell Victor Mature D—88 min. (217) (Rev. 1/3/52)	(Feb. Releases) DAVID AND BATHSHEBA (Color) Gregory Peck Susan Hayward D—116 min. (Rev. 8/15/51)	(Jean Renoir) THE RIVER (Color) Tom Breen Radha D—99 min. (Rev. 9/7/51)	(Feb. Releases) BEND OF THE RIVER (Color) James Stewart Arthur Kennedy OD—91 min. (212) (Rev. 1/22/52)	THIS WOMAN IS DANGEROUS Joan Crawford Dennis Morgan D—100 min. (114) (Rev. 1/24/52)
Feb. 17	(Reissue) KONGA, THE WILD STALLION O—65 min. THE FIRST TIME Robert Cummings Barbara Hale CD—89 min. (Rev. 1/28/52)		BELLE OF NEW YORK (Color) Vera Ellen Fred Astaire M—82 min.		FLAMING FEATHER (Color) Sterling Hayden Barbara Rush O—77 min. (5118) (Rev. 12/14/51)		AT SWORD'S POINT (Color) Cornel Wilde Maureen O'Hara D—81 min. (Rev. 1/24/52)	PHONE CALL FROM A STRANGER Bette Davis Shelley Winters D—96 min. (Rev. 1/8/52) RED SKIES OF MONTANA (Color) Richard Widmark Constance Smith O—98 min. (Rev. 1/24/52)	(Bogeaus) ONE BIG AFFAIR Evelyn Keyes Dennis O'Keefe C—80 min.	MEET DANNY WILSON Frank Sinatra Shelley Winters CM—88 min. (205) (Rev. 1/11/52)	
Feb. 24	(March Releases) MY SIX CONVICTS Millard Mitchell Gilbert Roland CD			WACO Wild Bill Elliott O—73 min. (5224)			(Re-Release) SNOW WHITE AND THE SEVEN DWARFS (Color) Walt Disney animated cartoon 83 min. (292) (Rev. 12/23/37) TRAIL GUIDE Tim Holt O—60 min. (219) (Rev. 1/21/52)		(Benagoss Prods.) THE GREEN GLOVE Glenn Ford Geraldine Brooks D—88 min. (Rev. 1/31/52)	HERE COME THE NELSONS Ozzie & Harriet Nelson CD—76 min. (210) (Rev. 1/18/52)	RETREAT, HELL! Richard Carlson Frank Lovejoy D—95 min. (115) (Rev. 2/11/52)
Mar. 2	SCANDAL SHEET Broderick Crawford Donna Reed D—82 min. (Rev. 1/18/52) JUNGLE JIM IN THE FORBIDDEN LAND Johnny Weissmuller D	TIGER MAN D (5108)	JUST THIS ONCE Janet Leigh Peter Lawford C—90 min. (Rev. 1/17/52)			THE LAST MUSKETEER Rex Allen O	(March Releases) TARZAN'S SAVAGE FURY Lex Barker D	(March Releases) FIVE FINGERS James Mason Danielle Darrieux D—108 min.	(Alex. Paal) A TALE OF FIVE WOMEN Bonar Colleano CD—86 min.	(March Releases) STEEL TOWN (Color) Ann Sheridan John Lund D—83 min. (215)	
Mar. 9	OKINAWA Pat O'Brien Cameron Mitchell D—67 min.	WINGS OF DANGER Zachary Scott D (5106)	LOVE IS BETTER THAN EVER Elizabeth Taylor C—81 min. (Rev. 2/5/52)	RODEO (Color) Jane Nigh O—70 min. (5104)	(March Release) SOMETHING TO LIVE FOR Ray Milland Joan Fontaine D—89 min. (Rev. 1/28/52)		RANCHO NOTORIOUS (Color) Marlene Dietrich Mel Ferrer OD—89 min. (Rev. 2/11/52)	RETURN OF THE TEXAN Dale Robertson Joanne Dru O—87 min.	(King Bros.) MUTINY (Color) Mark Stevens D—76 min. (Natl. Film Board of Canada) ROYAL JOURNEY (Color) Documentary 52 min. (Rev. 1/18/52)	FLESH AND FURY Tony Curtis Jan Sterling D (214)	BUGLES IN THE AFTERNOON (Color) Ray Milland Helena Carter OD—85 min. (Rev. 1/31/52)
Mar. 16	NIGHT STAGE TO GALVESTON Gene Autry O—61 min.							VIVA ZAPATA! Marlon Brando Jean Peters (Rev. 2/6/52)	(Horizon-Romulus) THE AFRICAN QUEEN (Color) Humphrey Bogart Katharine Hepburn D—106 min. (Rev. 12/26/51)	THE TREASURE OF LOST CANYON (Color) William Powell Julia Adams D—81 min. (209)	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

VARIETY says . . .

'Salesman' Great
30 Grand

VARIETY says . . .

'Salesman' Sock
$26,000, Philly

VARIETY says . . .

'Salesman' Great
$12,000, Frisco

8th Week
N.Y., L.A.
Still Strong

call your
Columbia Salesman
for
STANLEY
KRAMER'S
Death of a Salesman

Rentals

(Continued from page 1)

tion's emphasis away from the use of legal counsel in an arbitration arrangement such as the organization has outlined, is expected to cause the presidents of the film companies, rather than distribution attorneys, to issue the necessary invitations which would bring about a meeting of exhibition and distribution.

Allied has indicated that it does not want arbitration to provide an arena for attorneys, whether they be of distribution or exhibition. It is understood that the only point at which Allied will tolerate legal activity in connection with arbitration is in the preparation of amendments to the industry anti-trust suit consent decree. These would be submitted to the Department of Justice for approval.

The legal departments of the companies, however, will receive this week or early next week from Abram F. Myers, Allied general counsel, copies of the Allied proposals on arbitration which have been published in the trade press. Accompanying the proposals will be a letter from Myers suggesting that if the companies see fit to do so they could call a conference on the subject.

It is expected that the Theatre Owners of America, which has indicated it sees practically eye-to-eye with Allied on arbitration, would be invited to the conference, nothwithstanding the fact that a little over a year ago a TOA-distribution arbitration conference was held in New York.

Winikus Promoted

(Continued from page 1)

dising organization that will provide a selling service for independent producers second to none," said Youngstein's announcement.

Winikus has been with U.A. since 1946, moving up from copywriter, to copy chief and to advertising manager in 1947. He was named assistant director of advertising, publicity and promotion in 1951.

Minnesota Business

(Continued from page 1)

cated he was particularly impressed with the improvements in first-runs in Minneapolis and St. Paul.

11⅓ HRS. ONESTOP
3 DC-6 Mainliners daily
TO LOS ANGELES
ON UNITED!

De luxe service aloft, including delicious Mainliner meals at no extra cost. United's famous flight, *"the Hollywood,"* leaves at noon, arrives at 8:20 p.m. Other DC-6 Mainliners at convenient hours during the day and evening.

UNITED AIR LINES

Reviews

"5 Fingers"

(20th Century-Fox)

SUBTITLED "The Story of the Highest Paid Spy in History," this adaptation of a novel by one L. C. Moyzisch is a wonderfully droll and suspenseful affair that is bound to add to the laurels of director Joseph L. Mankiewicz and bring further credit to James Mason who is cast as the character referred to in the subtitle.

Otto Lang's production is characterized by polish and sophistication and is freighted with the sort of clever, barbed repartee that one would expect to hear in the diplomatic circles of Ankara, Turkey, in 1944 when British and German ambassadors and ministers openly used that capital as a listening post.

Here we meet the Nazis' Franz von Papen (John Wengraf) who never lacks for a snide reference to his superiors in Berlin; the British ambassador (Walter Hampden), a kindly, trusting sort; Ulysses Diello (Mason), the latter's brash valet, who helps himself to secret British documents and, more or less oblivious in their contents, sells them to the Germans for a fancy price; the Countess Anna Staviski (Danielle Darrieux) whom Mason courts and learns to regret having done so; Col. von Richter, a Gestapo officer whose heel-clicking belies his claim to being a Swiss merchant, and Moyzisch (Oscar Karlweis) a meek German Embassy attache whom Mason picks for a go-between. Michael Wilson, who wrote the screenplay, has imparted tang to their conversation and irony to the developments in which they find themselves.

No synopses could do credit to the clever twists and turns of the plot. Suffice it to say that what happens on the screen wil give any exhibitor's patrons a fine time. Word-of-mouth advertising should make "5 Fingers" add up to a top grosser.

Michael Rennie, is splendid as a British investigator, to complete the starring trio which includes Mason and Miss Darrieux. Rounding out the support are A. Ben Astar, Roger Plowden, Michael Pate, Ivan Triesault, David Wolfe, and others. Norbert Brodine's photography and Fred Sersen's special photographic effects are precisely what are to be expected in a superior production like this.

Running time, 108 minutes. General audience classification. For March release.

CHARLES L. FRANKE

"Return of the Texan"

(20th Century-Fox)

IF EVER AN EXHIBITOR wanted a real home-spun picture, here it is. It's corn, but golden corn.

The tale of "Return of the Texan"—it's not cow-boyish—is a simple tale, effectively told, about a guy, Dale Robertson, who hailed from Kansas farmlands, migrated to Texas, with his dad, Walter Brennan, and, in the Lone Star State, became the father of two young sons, and became, also, a widower.

Action starts when Robertson, the boys, and grandpa return to the now dilapidated Kansas farmhouse from where grandpa had pioneered. There is much humor and pathos in their struggle to rebuild the farmhouse, and the farm land, all of which is enhanced, romantically, by the sympathetic admiration of Joanne Dru for widower-with-two-young-boys Robertson. Joanne, in the story, is the sister-in-law of a very rich neighbor estate owner, Richard Boone, who, at times, makes things difficult for Robertson and the gal. But, as you would expect, love conquers all.

Dudley Nichols' screenplay is "meaty." Director Delmar Daves salted it tastefully and Frank Rosenberg, the producer, served it proficiently. We liked the dish. Others who helped, in the cast, are: Richard Boone, Tom Tully, Robert Horton, Helen Westcott, Lonnie Thomas, Dennis Ross. Nichols' screenplay came from Fred Gipson's Book-of-the-Month Club selection.

Running time, 88 minutes. General audience classification. For March release.

JAMES CUNNINGHAM

'U' Report

(Continued from page 1)

expected to be postponed to the middle of July.

The report, prepared by the committee headed by director Preston Davie, explores the mutual fields of films, records and television of the two companies, in addition to listing the comparative financial holdings of the principal firms.

Next Step

Following study of the report, the Universal board is slated to render a decision in principle on whether the consolidation is advisable. The next step, according to a source wrestling with the problem, will be to hand over the decision to company lawyers for an agreement on the most advantageous form of consolidating the two companies.

It is hoped that a concrete plan will be worked out for the annual stockholders meeting.

April Star Tour

(Continued from page 1)

ner zone manager, and Saul J. Ullman, upstate general manager for Fabian, will probably be held Saturday to arrange details of the swing. Jack Goldberg, M-G-M manager, is co-chairman.

A factor mitigating against any quick decision is the visit of Nate J. Blumberg, Universal president, to the Coast. He is now en route to the Coast by train.

I DID THE HIGHLY PRAISED
DUBBING
FROM SPANISH TO ENGLISH ON THE 10 REEL "LOYOLA" (THE SOLDIER SAINT) WITH MY WORD INDICATING SYSTEM & SPECIAL LANGUAGE SYNCHRONIZERS. MICHAEL HOFFMAN, DUBBING EXPERT, 489 FIFTH AVE., NEW YORK. MU 2-7486

N.Y. Grosses

(Continued from page 1)

est Show on Earth" at the Radio City Music Hall is again evidenced this week with a healthy $140,000 forecast for the film's fifth inning.

At the Mayfair, a fine $58,000 is seen for the second week of "Sailor Beware." Another good box-office screen attraction is "Death of a Salesman" at the Victoria which expects a good $19,000 for its eighth inning. "Quo Vadis" at the Astor is forecast to rack up a healthy $30,000 for its 14th stanza.

"When Worlds Collide" at the Globe is estimated to do a fairly nice $33,000 for its first seven days, while a more than satisfactory $50,000 is expected for the second and final week of "The Las Vegas Story" at the Paramount. Bowing today there is "A Girl in Every Port," with Polly Bergen and Gene Krupa on stage.

"On Dangerous Ground" opened yesterday at the Criterion, replacing "I Want You," which did a nice $5,000 for its final three days.

"Lone Star" at the Capitol is a bit disappointing with $32,000 seen for the second week. The next attraction is "African Queen," which will open at an unannounced date this month. Humphrey Bogart, who stars in the United Artists production, has arrived in New York to aid in the exploitation of the film.

The "Judy Garland Festival," the title of the "Meet Me in St. Louis," and "Babes in Arms" film reissue package, will bow in at Loew's State Friday. The second and final week of "Invitation," the current State occupant, is expected to ring up a not-too-good $12,000.

'Trees' Opening Fair

"The Big Trees" at the Warners opened to only a fair $22,000 for its initial seven days.

Among off-Broadway houses, "Tales of Hoffmann" at the Sutton is expected to do a good $6,800 for its sixth week. Another excellent holdover is "Cry, the Beloved Country" at the two-a-day Bijou where an excellent $10,500 is anticipated for the third week. For the 15th week of "The Lavender Hill Mob" at the Fine Arts Theatre, a nice $7,000 was racked up, while at the Park Avenue a fair $6,500 was seen for the second and final week of "St. Matthew Passion."

"The River" at the Paris is expected to do a healthy $9,000 for its 23rd inning, while a very nice $6,000 is estimated for the tenth week of "Pandora and the Flying Dutchman" at the Normandie.

Melchior, Ben Blue At RKO Palace Here

Lauritz Melchior, Ben Blue, Jean Carroll and the Les Compagnons de la Chansons will top the bill which will replace Judy Garland at the two-a-day RKO Palace here on Feb. 26.

Judy Garland's farewell appearance ending her record-breaking engagement will be on Feb. 24.

FILMACK MAKES BETTER
MAKES FASTER SPECIAL
TRAILERS
TRY US AND SEE!
CHICAGO 1327 S. Wabash
NEW YORK 630 Ninth Av

Johnston

(*Continued from page 1*)

films into and dollars out of most countries, Johnston said, British notification that it intends to reopen its two-year pact this summer with respect to the dollar-remittance provision, plus the fact that the French pact expires in June, probably will require him to make a European visit. He said Colonel Richard McConnell left for Japan today to discuss prospects for relaxing restrictions on dollar remittances.

Questioned on Code Policy

Asked whether last week's replies by Production Code staff members to criticisms by William Wyler and George Jessell presaged a new over-all industry policy which would entail responses to other types of unwarranted criticism, Johnston said, "I think it is always well for persons informed on industry subjects to correct misinformation spread about them, so long as the industry does not become characterized as always on the defensive." He continued, "As for the code itself, there is this irrefutable proof of its value. Our pictures made under the code compete abroad with films made by foreign producers who have no code to abide by, and our pictures are the most popular. Family heads know there, as here, they can take their families to see them without risk of offense. If the code were not valuable this would not happen. As for the claim that there is a mature audience to be served, where is this mature audience, if it doesn't show itself in those countries?"

Johnston said he plans to spend two or three days here each month in the future, discussing industry problems with studio executives, and hopes to visit exhibitor organizations whenever possible to exchange views on exhibition and production problems with them.

Schenck Appointed

The MPAA president also revealed the appointment of Marvin Schenck as chairman of the Hollywood committee, representing all studios, to handle this end of the Council of Motion Picture Organizations' "Movietime, U.S.A." tours, which will be resumed in March and carried on for 10 weeks, with one or more touring companies leaving Hollywood weekly. And plans are being made for continuing the tours later throughout the year.

MPA Behind Schary Libel Suit Vs. WEC

HOLLYWOOD, Feb. 12.—Motion Picture Association of America President Eric Johnston yesterday told MOTION PICTURE DAILY MPAA "of course" will back up Dore Schary in his $1,250,000 libel suit against Wage Earners Committee just as it backed Stanley Kramer in his $1,000,000 suit against the same organization last month. Schary's suit, filed over the weekend, charges WEC with libelling him via placards born by WEC pickets parading in front of the Egyptian and Loew's State theatres where M-G-M's "Lone Star" is running. Kramer's suit was similarly premised on circulars distributed by WEC pickets at the Beverly Hills run of his "Detective Story." Schary's suit sets forth that WEC placards attempt to link his name with various subversive organizations.

Paramount Decision

(*Continued from page 1*)

years since a hearing was held on another issue—whether UPT, Paramount Pictures or any of their subsidiaries can own television stations in the light of the parent company's anti-trust record. And it would be almost four years since the Commission issued its proposed finding on another of the hearing's issues—whether Paramount Pictures controls Allen B. DuMont Laboratories, Inc.

Observers pointed out, moreover, that Resnick's decision would not mark the end of the matter. It would be considerably more time before the Commission itself approved or modified his proposed ruling, and then the Commission's decision could be appealed to the courts.

Paramount Pictures president Barney Balaban completed his testimony Monday, after five and a half days on the stand. In the final questioning, the Paramount head was asked again by FCC counsel Frederick Ford as to whether Paramount would sell pictures to television under the practices used in selling to exhibitors and enjoined by the Supreme Court. Balaban replied pictures would be sold on a picture by picture basis.

He was questioned in detail by Resnick on licensing agreements which include a minimum admission price. Balaban said he wasn't too familiar with the practice, but that he thought exhibitors benefited from it. Balaban was released with the understanding that he would be brought back for later questioning on "specific theatre situations" by Ford.

He was followed to the stand by Paul Raibourn, Paramount Pictures vice-president and president of Paramount Television Productions, Inc. Raibourn outlined Paramount's interest in Chromatic Television Laboratories, Inc., International Telemeter Corp. and Scophony Corp. of America. He said he thought the "next great upsurge in television would come with color."

During Raibourn's testimony, Paramount attorney Paul Porter put into the record the complete exchange of letters between Balaban, Raibourn and other Paramount officials and Zenith president Eugene McDonald over providing films for the experimental test of Phonevision. He also entered the correspondence between Balaban and Skiatron president Arthur Levey, in which Balaban promised Paramount Pictures for the latter's subscriber vision experiment.

Resnick's estimate of a Sept. 1 decision was based on the hearing's lasting until April 1. After that, he said, all parties would be given 60 days to file proposed findings. Three months after that, Resnick said, he should be able to announce his decision.

Among the witnesses who will follow Raibourn to the stand will be Y. Frank Freeman, Paramount studio head; Austin C. Keogh, Paramount general counsel, Leonard Goldenson, UPT president; Robert O'Brien, UPT vice-president; John Balaban, Balaban and Katz head; the managers of KTLA and WBKB; and possibly several Paramount directors.

Phonevision Too 'Involved': Balaban

WASHINGTON, Feb. 12.—The transcript of last week's Federal Communications Commission hearings reveals that Barney Balaban, Paramount Pictures president, was misquoted in MOTION PICTURE DAILY of Feb. 6, which reported him as saying both that Phonevision was "simple and practical" and, later, not practical and "too involved."

Examination of the transcript reveals that Balaban's testimony regarding a "simple and practical" pay-as-you-see television system referred to Telemeter. It was Phonevision he regarded as an impractical, "too involved" system.

List Nominees

(*Continued from page 1*)

Best Supporting Actress: Joan Blondell in "Blue Veil"; Mildred Dunnock in "The Death of a Salesman"; Lee Grant in "Detective Story"; Kim Hunter in "Streetcar" and Thelma Ritter in "The Mating Season."

Best Actor: Humphrey Bogart, "Queen"; Marlon Brando, "Streetcar"; Montgomery Clift, "Sun"; Arthur Kennedy, "Bright Victory," and Frederic March, "Salesman."

Best Supporting Actor: Leo Genn, "Quo Vadis"; Karl Malden, "Streetcar"; Kevin McCarthy, "Salesman"; Peter Ustinov, "Quo Vadis," and Gig Young, "Come Fill the Cup."

Best Director: John Huston, "Queen"; Vincente Minnelli, "American"; William Wyler, "Detective"; George Stevens, "Sun," and Elia Kazan, "Streetcar."

250 at Tribute

(*Continued from page 1*)

organizations will be on hand. Their previewing committees make up the reviewers who participate in publishing "Joint Estimates of Current Motion Pictures" and are from the following groups: American Association of University Women, American Jewish Committee, American Library Association, Associated Women of the American Farm Bureau Federation, Children's Film Library Committee, National Society of the Daughters of the American Revolution, National Federation of Music Clubs, General Federation of Women's Clubs, Girl Scouts of the U.S.A., Protestant Motion Picture Council, United Churchwomen, National Council of Parents and Teachers and the Schools Motion Picture Committee. Also at the luncheon will be representatives of local film councils.

Additional guests will include presidents and advertising-publicity directors of MPAA member companies, trade and news press editors, a group from the International Federation of Catholic alumnae, MPAA officials and members of the companies' Community Relations Committee. Mrs. Herbert Langner of the American Jewish Committee will be luncheon chairman and besides the latter and Johnston, principal speakers will be Mrs. Thomas Fee of the American Association of University Women, Mrs. Jesse Bader of the Protestant Motion Picture Council, and Mrs. Dean Gray Edwards of the General Federation of Women's Clubs.

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VOL. 71. NO. 31 NEW YORK, U. S. A., THURSDAY, FEBRUARY 14, 1952 TEN CENTS

Insider's Outlook

By RED KANN

BARNEY BALABAN'S appearance before the FCC in Washington continues to make the reading of the day. For instance, in 1950 Paramount was discussing a deal by which 1,500 to 1,800 shorts would be made available for TV; only it fell through. Can 1952 be far behind? No information, just asking.

But asking becomes a reasonable conjecture particularly in the light of other testimony such as a repeat on an earlier statement to the effect Paramount was "ready to consider the sale of features for television with anyone who comes along with real money and who can pay a fair price for them. . . . Nothing would please me more than to see the day when we can liquidate our inventory" by throwing open the Paramount film library for TV use. Hmmm!

■

NOTHING escapes cycles in this business. Now it's the omnibus film, latterly spawned by "Quartet" and spreading all over the place. Audiences are certain to get bored stiff with the idea before it runs its course. Next seems to be a series on firearms and their inventors. We've had "Colt .45" and "Winchester '73." Coming up: "Carbine Williams." Projected: "Springfield Rifle." Suggestions for the glorification of lethal weapons: The mace, pike, spear, javelin, blowgun, crossbow, musket, flintlock, matchlock. Not to ignore the cannon family (mountain, field, siege, etc.), howitzer, mortar, rocket. And, of course, the catapult and the arbalest. . . .

■

JOHN WAYNE is balking over starring in "Sea Chase" at Warner because he feels it would be bad for him to play an unsympathetic Nazi, according to Louella Parsons. Why, John? . . . . The indefatigable Sam Goldwyn wants the Jackson Park decree amended to exclude independent producers. Special laws for special interests? . . . Theatre Owners of America says its approach to arbitration jells with Allied's, including certain undisclosed angles on film rentals. The big question now is what will distributors say.

Para. to Test Power Of Films Vs. Pay TV

Washington, Feb. 13.—Paramount Pictures plans to test the relative drawing power of the same films shown in theatres and simultaneously on home subscriber-television, vice-president Paul Raibourn said. He told a Federal Communications Commission hearing that the company hopes to test its Telemeter pay-as-you-see system in Palm Springs, Calif., in the near future, and that it will try to get exhibitor cooperation to show films in theatres at the same time they are being sold to home television set subscribers.

Plan Compo Contest To Build Business

A representative group of exhibitors has been invited by Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, to judge the merits of a proposed puzzle contest designed to increase theatre business.

In a letter accompanying the contest outline, Mayer advised them that ever since its formation COMPO had received numerous requests from exhibitors for a national contest that would stimulate business. The outline is in the form of a memorandum from

(*Continued on page 2*)

UPT ASKS MORE TIME TO DIVEST

U. S. Opposes Two-Year Extension for Sale of Remaining 198 Theatres

A request for a two-year extension in the divestiture of 198 United Paramount Theatres, which UPT must sell by March 3, 1952, under the present terms of the government consent decree, was filed here yesterday by UPT in the New York statutory court.

Judge Augustus N. Hand, in granting UPT's bid for a show cause order, set Feb. 26 as the hearing date on the motion. In Washington, Justice Department officials said they would oppose an extension.

Accompanying the request was an affidavit by UPT president Leonard Goldenson in which he blamed "unforeseen factors" for not being able to comply with the original divestiture terms of the decree, which called for the disposal of 1,072 UPT theatres. Goldenson said that UPT had

(*Continued on page 6*)

Asks 'Factual' Data On Para. Practices

WASHINGTON, Feb. 13.—Federal Communications Commission hearing examiner Leo Resnick, presiding over the FCC's catch-all Paramount hearings, said today he wants "factual material" on the effect of Paramount Pictures' pre-1948 trade practices on independent exhibitors.

Such information is needed, Resnick said, so that he and the Commission "can judge what might happen if the same trade practices are carried over to television."

Resnick said he wanted in the record

(*Continued on page 3*)

Open UA Ad Meets On 'African Queen'

Francis M. Winikus, United Artists' national director of advertising-publicity, said here yesterday that $400,000 has been allocated for advertising Sam Spiegel's "The African Queen." The announcement came at the first of a scheduled series of meetings across the country among advertising and sales personnel regarding plans

(*Continued on page 2*)

More Religious Films Being Made, Johnston Discloses

In answer to an appeal by representatives of film reviewing groups of 13 national women's organizations for more Hollywood films with religious themes, Eric A. Johnston, president of the Motion Picture Association of America, yesterday assured these groups that a greater number of such pictures is being produced this year.

Johnston made this report at a luncheon-meeting conducted at the Hotel Pierre here by the organizations, at which he received in behalf of production and distribution an award citing the two branches for their "creative artistry . . . voluntary self-regulation (and) superior program of motion picture entertainment for a worldwide audience."

The award pointed out that the preview groups, which publish "Joint Estimates of Current Motion Pictures," last year found among the 350 pictures they reviewed, 43 which were "outstanding;" 275 or 78 per cent

(*Continued on page 2*)

Hit 'Blind Checking' Of Drive-Ins

ALBANY, N. Y., Feb. 13.—The Albany Theatre Owners of America at a meeting here today, expressed opposition to: blind checking on drive-ins under the system which has been used by the Willmark organization; curtailment of shipping service on Sunday by some film exchanges, and bills before the legislature authorizing the State Board of Standards and Appeals to change minimum standards for pro-

(*Continued on page 6*)

'Pinky' Case Heads For Supreme Court

AUSTIN, TEXAS, Feb. 13.—The Texas motion picture censorship case today headed for the United States Supreme Court.

Attorneys for W. L. Gelling, Marshall theatre operator fined $200 for showing "Pinky" in defiance of a city censorship board order, told the Court of Criminal Appeals he wanted its order affirming the conviction delayed pending the appeal.

Gelling challenges the constitutionality of state and city censorship in

(*Continued on page 6*)

W. Pa. Allied Hears Bennet on Video

PITTSBURGH, Feb. 13.—The future of theatre television was discussed by Martin Bennet of RCA Photophone, at a special meeting of the Allied Motion Picture Theatre Owners of Western Pennsylvania here today. He said in part:

"As of now, there are 60 theatres embracing a seating capacity of 155,000 ready to accept the many pro-

(*Continued on page 6*)

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, is scheduled to leave here Saturday for Zurich, Switzerland, for several days of conferences on Eidophor TV production.

•

JERRY CAHILL, legislative liaison representative of the Motion Picture Association of America, interviewed Rev. Louis Hartman and Rev. Francis Crump of Catholic University on the CBS-TV interfaith program, "The Road We Walk," last Sunday.

•

ERIC A. JOHNSTON, president of the Motion Picture Association of America, and KENNETH CLARK, information director, left here yesterday for Washington.

•

MARVIN H. SCHENCK, Loew's vice-president, will return to the Coast Saturday from New York.

•

MAX E. YOUNGSTEIN, vice-president of United Artists, will leave here this morning for the Coast.

Arnall Okay Is Due Early Next Week

WASHINGTON, Feb. 13.—The Senate will confirm Ellis Arnall, president of the Society of Independent Motion Picture Producers, as the government's new price stabilizer early next week, probably on Monday.

Arnall was unanimously approved by the Senate Banking Committee after brief hearings yesterday, with both Democrats and Republicans endorsing him. The Senate has a "no-business" agreement for this week, so it will be Monday before Arnall's nomination could come up on the Senate floor.

It was understood that Arnall will be on leave from his SIMPP post while acting as the U. S. price boss. Presumably the price job will last at least through the balance of President Truman's current term.

More Religious Films

(*Continued from page* 1)

which were suitable for family audiences, and 116 which were suitable for children from ages eight to 12. "No subversive propaganda" was found by the groups in any of the films reviewed. Dr. Sigmund Spaeth of the National Federation of Music Clubs reported at the meeting that "the music in motion pictures has improved steadily."

Johnston named as forthcoming pictures which will have religious themes, "Pilate's Wife," "The Left Hand of God," "Sally and St. Ann," "Plymouth Adventure," "The Miracle of Our Lady of Fatima," "White Witch Doctor," "Gown of Glory" and "The Green Light." He predicted that when the organizations' reviewers "are tabulating the box score for 1952, you will give the industry a higher average than in 1951."

To Spare Theatres From New York Tax

Albany, N. Y., Feb. 13.—New York Mayor Vincent R. Impellitteri, here to seek legislative approval of a New York County real estate tax, is understood to have disclosed that the city intends to invoke an automobile tax and liquor license levy, but does not intend to use the power to tax theatres — because of the inroads on amusements attributed to television. The state legislature gave all cities authorization for the taxes some years ago.

Two Trust Suits Seek $650,000

GRAND RAPIDS, Mich., Feb. 13.—Two anti-trust suits, asking for damages totaling $650,000, and charging discrimination in releasing first-run pictures have been filed in District Court here.

The plaintiffs are Julius Fodor and Thecla Fodor, owners of the State Theatre in Benton Harbor, who ask $500,000, and three drive-in theatres, the Muskegon Drive-in, Kalamazoo Drive-in and Saginaw Drive-in, who jointly ask for $150,000.

They name Butterfield Theatres, Butterfield Michigan Theatres, United Artists, 20th Century-Fox, Paramount, Warner, RKO Pictures, Loew's and Universal. The distributors are accused of releasing first-run pictures to Butterfield theatres before permittting them to be shown elsewhere.

Schlossman Theatres, with four houses in Muskegon, is also named as receiving preferential release treatment.

Milwaukee Towne Corp. Files Supplementary Anti-Trust Suit

CHICAGO, Feb. 13.—Attorney Thomas C. McConnell has filed a supplementary anti-trust suit for the Towne Theatre, Milwaukee, against the major film companies and affiliated Milwaukee circuits in Federal District Court here asking treble damages of $1,137,000 covering the period from July 20, 1948 to May, 1950.

The suit also asks single damages of $400,000 for the period from May, 1950 to Jan. 1, 1952 and additional attorney fees of $50,000 for the period from April 14, 1950 to April 28, 1952.

1670 Belmont Corp. Files $1,500,000 Anti-Trust Suit

CHICAGO, Feb. 13.—The 1670 Belmont Corp., lessor of the Belmont theatre, which has been operated by Balaban and Katz since 1935 under a percentage lease, has filed an anti-trust suit against the major film companies, Warner Brothers Theatres and RKO Theatres for $1,500,000, charging conspiracy to prevent the Belmont from playing pictures immediately after they finished their first Chicago runs.

CompoContest

(*Continued from page* 1)

the Newspaper Circulation Features Co. of New York, which drafted the contest.

Mayer said NCF was asked to draw up plans for a contest "at the suggestion of one of the biggest newspaper chains."

Discussion of the proposed contest is expected to take place at the Feb. 20 meeting in New York of the COMPO board.

Mayer yesterday attended a regular meeting here of the sales managers committee of the Motion Picture Association of America to apprise the group of COMPO plans and financial prospects. He indicated that, contrary to reports, no change was contemplated in the COMPO dues collection system.

Glassman Reelected N.E. Allied Head

BOSTON, Feb. 13. — Norman C. Glassman was reelected president of Independent Exhibitors of New England at an executive board meeting here today.

Other officers elected are: Irving A. Isaacs, first vice-president; Melvin B. Safner, second vice-president; Albert B. Lourie, secretary, and Julian Rifkin, treasurer. Members of the executive committee are: Katherine Avery, W. Leslie Bendslev, Viola Berlin, Leonard Goldberg, David Hodgdon, Fred Markey, Walter Mitchell, Daniel Murphy, Francis Perry, Samuel Resnick, Theodore Rosenblatt, Meyer Stangler, Leon Task, Andrew Tegu, Charles Tobey and Nathan Yamins.

NameGoldingAd-Pub Head of Goldwyn

HOLLYWOOD, Feb. 13.—David Golding has been promoted from head of the advertising and publicity department of Samuel Goldwyn Productions in New York to national advertising and publicity director. Golding, who is now here, will shift his headquarters from New York to the studio. Martin Davis, assistant advertising-publicity director in New York, becomes promotion head there.

In the realignment, Alfred Vaughn has resigned as Goldwyn's advertising-publicity studio head.

Open UA Ad Meets

(*Continued from page* 1)

for the picture's promotion. Winikus predicted the picture would gross $5,000,000.

The meeting yesterday at the home office was addressed by advertising representativees of *Pictorial Review, American Weekly, This Week* and *Parade*, four Sunday supplements which have arranged jointly to carry "African Queen" advertising and promotional copy that will reach 31,000,000 families throughout the country during February, March and April.

Winikus said $40,000 will be spent to bring the company's messages concerning the picture to exhibitors through advertisements in trade papers. The advertisements in the Sunday supplements will cost $100,000, he said, and the remainder of the $400,000 will be devoted to cooperative and other forms of advertising.

Also present at yesterday's meeting were Fred Myers, district manager, and sales managers George Waldman, Ed Mullen, Sam Rifkin and Myron Starr, as well as producer's representative David Weshner and UA publicists Al Tamarin and Leon Roth.

Newsreel Parade

ELIZABETH being proclaimed Queen and the New Jersey plane crash are current newsreel highlights. Other items include Congressional hearings, sports, and fashions. Complete contents follow:

MOVIETONE NEWS, No. 14—Elizabeth proclaimed Queen. Elizabeth, N. J. plane crash. Fashions. Duke of Windsor sails. Red massacre investigation. Prayer rally. Sports.

NEWS OF THE DAY, No. 248—Elizabeth hailed as Queen. Rally for Eisenhower. Hilltop guns blast Korean Reds. Mystery witness tells of Red massacre. Tailing the bull.

PARAMOUNT NEWS, No. 51—Olympic skiing. Cecil B. DeMille honored. Masked man testifies on Polish massacre. Elizabeth, N. J. plane crash. New Queen proclaimed.

TELENEWS DIGEST, No. 7A—Plane crash in Elizabeth, N. J. Elizabeth is proclaimed Queen of England.

UNIVERSAL NEWS, No. 534—Elizabeth proclaimed Queen. Tunisia crisis. Bull-throwing. Winter sports in Germany.

WARNER PATHE NEWS, No. 53—Elizabeth proclaimed Queen. Plane crash in Elizabeth, N. J. Rally for Eisenhower. Korean helicopters fly wounded. Tunisia crisis. Sports: archery, golf, shuffle-board.

Study Appeal of Brookside Decision

New York lawyers of distributors are studying the decision handed down this week in St. Louis U. S. Circuit Court of Appeals favoring the Kansas City Brookside Theatre in a $1,225,000 judgment action, to determine whether the defendants will appeal further. The amount awarded by the original trial court, and now upheld, with interest, by the Appeals Court, was for damages claimed in 1936 and 1937 by the Brookside Corp. because of inability to obtain a run of product.

The Circuit Court ruled for the first time on the contention of the eight distributors—Nath Box, Loew's, Paramount, Warner, RKO, Universal, United Artists, and Columbia—that the California three-year statute of limitations on these suits was an effective defense against recovery. The plaintiffs held the statute of limitations was suspended in these cases because of the pendency of the U. S. vs. Paramount appeal, which was not finally decided until 1950.

Nick Spanos of Los Angeles, and William G. Boatwright of Kansas City, attorneys for the Brookside Corp., were entitled, said the Circuit Court, to a fee of $100,000—$50,000 less than the trial court decided they should receive.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

IMPPA and SAG Agree on Talent Pay On Films Sold to TV

HOLLYWOOD, Feb. 13.—Screen Actor's Guild board announced late today an agreement reached with Independent Motion Picture Producers Association providing for additional payment to talent if theatrical films in which they appear are later shown on TV.

The agreement, which is for seven years, covers approximately 70 pictures (not named) made since Aug. 1, 1948, the "cutoff date" in the Guild's basic agreement with producers. The players in these pictures, if shown on TV, are to receive an additional payment of 12½ per cent of the total original film salary if sale to TV is less than $20,000 per film, and 15 per cent if the price exceeds $20,000, thus establishing a sliding scale based on what motion picture producers can sell the picture for.

Gives SAG Legal Right

A clause in this basic agreement provides SAG with a legal right to cancel its contracts with producers who release to TV a theatrical film made after Aug. 1, 1948, unless producer agrees to additional compensation to players. The agreement also provides that in event IMPPA makes a better deal with any other union, SAG has the option to change its deal to conform.

The announcement stressed there is no relation between this IMPPA agreement and SAG's pending demand on TV film producers for additional payment to players for reuse on TV of films made specifically for TV, which is a separate issue and slated for early negotiations.

Open Italian Film Information Bureau

In a move to establish a centralized source for all information pertaining to the Italian film industry, Italian Film Exports here has established a bureau of information, it was announced by Jonas Rosenfield, Jr., director of IFE's public relations.

The bureau will be under the supervision of Dr. Leandro Forno, Italian film publicist and journalist whose experience with Italian films covers production, distribution and exhibition. The facilities of the bureau are available to newspapers, magazines, radio and TV stations, museums, libraries, various organizations, and the American motion picture industry.

Japan Quota Division Due Tomorrow

TOKYO, Feb. 7. (By Airmail).—In a quota announcement, the Finance Ministry of Japan has stated that a product division between foreign and Japanese distributors is left to the industry but if an agreement cannot be reached by Feb. 15, the Ministry will make the division.

The total quota for six months of this fiscal year, April to September, 1952, will be 104, against 215 for the same period in the preceding year. As of January 1, 1952, there were 2,791 wired theatres in operation in Japan, against 2,374 in January 1951.

Television--Radio

Comment and Opinion

FOUR new shows bowed in over television last week, none of them particularly novel or overly impressive. Considering the vast area of programming not yet adequately explored by TV cameras, and the prevailing uniformity of formats, this lack of imagination is as surprising as in the long run it will be harmful.

RCA Victor introduced the Dennis Day Show over NBC-TV, under the guiding hand of producer-director Joseph Santley. Day is a capable performer who has built up a large following on the Jack Benny Show. Given adequate material, he may also be a good comedian in his own right, but his initial offering last Friday, apart from the songs, was hardly of a quality to assure the show enduring popularity. The use of film clips was a nice touch and helped.

Also over NBC-TV, Craig G. Allen produced "Here's To Your Health" for the New York County Medical Society. The topic: Polio. In documentary fashion, the show made for absorbing looking and listening and got away from the inevitable panel format. ABC-TV premiered "Rebound," a filmed series of half-hour dramas. The first program was strictly a routine production suffering from budget limitations. Sam Levenson returned to TV over CBS Sunday and once again proved the appeal of his comfortable humor. The show was good entertainment throughout.

☆ ☆ ☆

Reduced appropriations and a consequent loss of manpower are hampering operations of the Federal Communications Commission. That's what FCC chairman Wayne Coy told Congress in the Commission's 17th annual report. Because of these factors, "the Commission was hard pressed to take care of its growing normal workload, not to mention priority subjects requiring immediate attention," Coy said. The report showed an increase during the year of 82 AM stations, to bring the national total to 2,385. Commercial FM stations dropped 73 for a total of 659.

☆ ☆ ☆

The Broadcast Advertising Bureau had some good news for the radio industry last week. A poll to determine the effects of television on radio billings showed 55 per cent of the radio stations in Boston, Chicago, Detroit, Los Angeles, New York and Philadelphia actually increasing their billings in 1951 over 1950; 15 per cent said their billings had remained constant, and 30 per cent reported a drop in 1951 business. Despite the pessimists, radio apparently is more than holding its own.

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People in the News: Fred Shawn has been appointed director of Radio Station Relations for NBC, it is announced by Carleton D. Smith, NBC vice-president in charge of station relations. Shawn had been director of NBC's TV Production Services. He has been in radio and television for 20 years. . . . Worthington C. (Tony) Miner, producer of CBS' outstanding "Studio One," has signed a long-term contract with NBC. He will switch networks early in April and reportedly will undertake production of 90-minute dramatic shows. . . . Craig Lawrence is the new general manager of WCBS-TV. . . . Jackie Robinson has signed a two-year contract as director of community activities on WNBC and WNBT. . . . Richard M. Allerton starts in his new position as director of NARTB research tomorrow.

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All radio and television networks put their best foot forward in covering the two big news events of the past week—the death of King George VI and the plane crash in Elizabeth, N. J. The TV news shows got part of their London coverage through kinescopes made by the BBC. One wonders why this isn't done more often. "Today," NBC-TV's early morning show, which lately has shown great improvement, had the first newsreel shots of the Elizabeth disaster.

☆ ☆ ☆

Allen's Alley finally came to television Sunday on the NBC Royal Showcase which also featured Fred Allen and Perry Como. Under George Abbott's direction, the half-hour show was fun, as viewers for the first time got a chance to get closer acquainted with such famed radio personalities as Mrs. Nussbaum, Senator Claghorn, Ajax Cassidy and Titus Moody. Joe Bigelow is the producer.

☆ ☆ ☆

At Random: J. Carrol Naish does a consistently outstanding job on "Life with Luigi" over CBS-Radio. His Tuesday holiday show was great. . . . CBS-TV opening its "Television City" in Los Angeles Oct. 1. It covers 15 acres and is now more than 30% completed.

FRED HIFT

Para. Data

(*Continued from page 1*)

"in down-to-earth terms" exactly how exhibitors had suffered "hardships" as a result of Paramount's trade practices before the Supreme Court decision. He said he felt he needed some information "in contrast to the point of view which the industry has offered" and over and beyond the mere text of the high court Paramount case decision.

May Call Exhibitors

His statement, made after Paramount president Barney Balaban and vice-president Paul Railbourn had been questioned for more than a week on the company's past trade practices, made many observers feel Resnick was inviting independent exhibitors to appear as witnesses.

The Commission twice turned down a request from companies affiliated with the Fanchon and Marco interests to intervene in the proceedings.

Resnick's remarks came after Raibourn left the stand, and when the following witness, Paramount board member Edwin L. Weisl, referred to Judge Thacher's opening statement in the 1938 anti-trust suit trial as the definitive story of how Paramount's trade practices grew out of industry conditions.

Had Been On His Mind

Stating it had been on his mind for some time, Resnick expressed dissatisfaction with the "scattered remarks of previous witnesses." "I want it clear that I haven't yet observed any factual material" in regard to the growth of the trade practices, he said, adding that he thought it would be necessary to have such testimony "before the end of the proceedings."

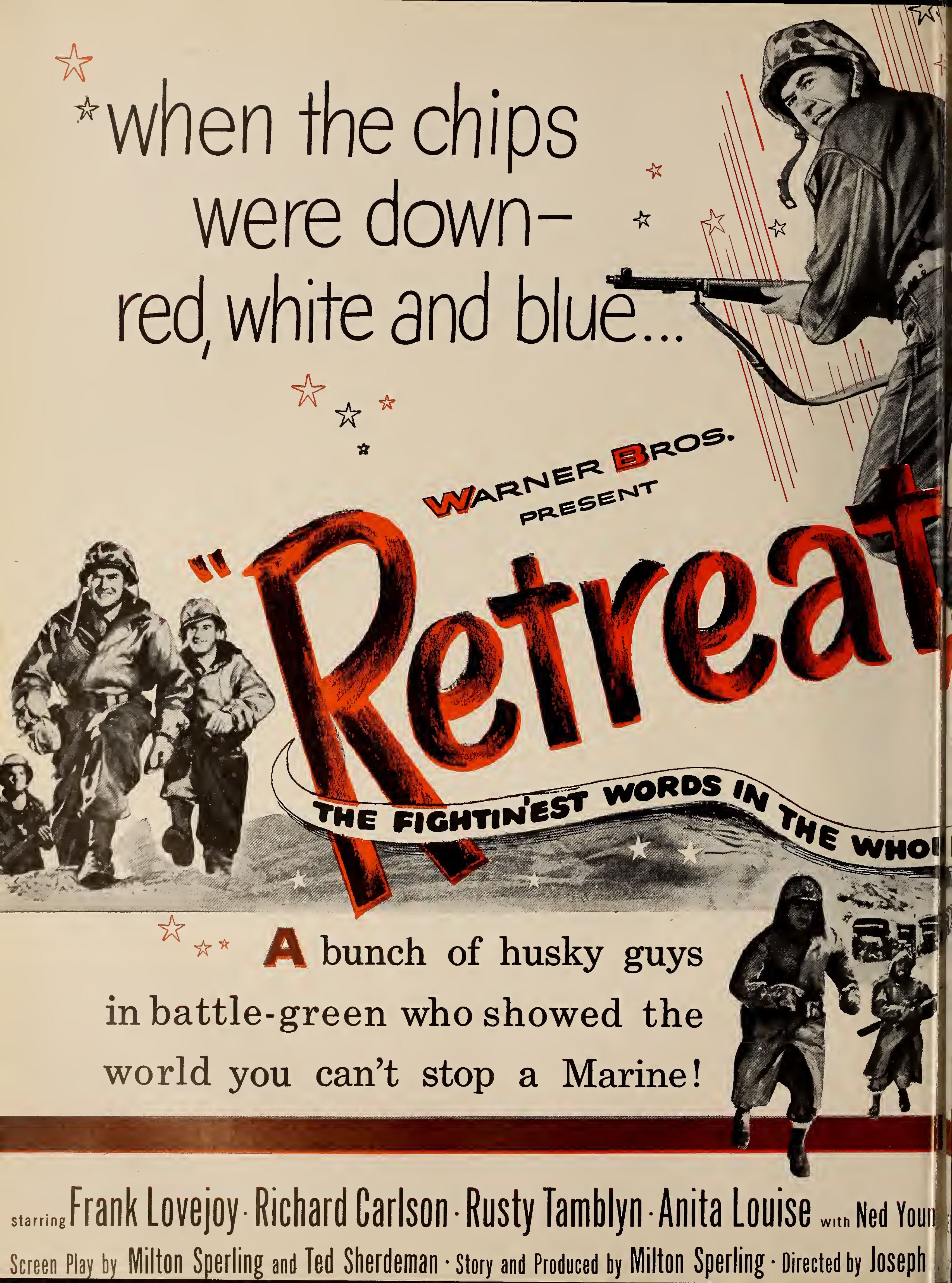
Earlier in his testimony, Weisl declared Paramount was "greatly relieved" when the government filed its industry anti-trust suit in 1938. "All the companies were," he continued. "The purpose of the complaint was not to find out if the practices were legal or illegal but to find out what remedy was involved to put an end to the complaints harassing the companies."

He described the industry situation before 1938 as being a question of 18,000 theatres all demanding the "300 to 400" feature pictures which were produced each year. "Everybody wanted the best pictures and you just couldn't satisfy everybody," he explained.

Tuesday's Testimony

Paramount met with exhibitor organizations, he said, "trying to find some method of solving the constant charges of discrimination, the constant treble damage suits," but was unable to work out any solution. The industry attempted to set up a "code of conduct," he added, but the Justice Department declared such a code would be illegal. The 1938 suit was welcomed, he said, because it would give the industry a "modus operandi."

In Tuesdays' testimony, Raibourn predicted that income of film producing companies would not change greatly over the next few years, despite television. He maintained that top films continue to draw well and that the effects of television on box-office receipts had been exaggerated greatly. Last year's "Movietime, U.S.A." was aimed at bolstering receipts sagging from a number of factors, not just from TV, he argued.



when the chips
were down–
red, white and blue...

WARNER BROS.
PRESENT

"Retreat

THE FIGHTIN'EST WORDS IN THE WHO

A bunch of husky guys in battle-green who showed the world you can't stop a Marine!

starring **Frank Lovejoy · Richard Carlson · Rusty Tamblyn · Anita Louise** with **Ned Youn**

Screen Play by **Milton Sperling** and **Ted Sherdeman** · Story and Produced by **Milton Sperling** · Directed by **Joseph**

hell!"

★ ★ ★ ★ ★ ★ ★ ★ ★

"Retreat, hell!
We're just attacking
in another direction!"
—Maj. Gen. O. P. Smith,
First Marine Division, Korea

★ ★ ★ ★ ★ ★ ★ ★ ★

FIGHTIN' HISTORY OF THE U.S. MARINES!

The hats-in-the-air Premiere
massed state-wide in Texas

NOW!

amont Johnson · Robert Ellis · Paul Smith · Peter Ortiz · Dorothy Patrick
ewis A United States Pictures Production · Distributed by Warner Bros.

"Solidly thrilling! 'Retreat, Hell!' advances to new heights of excitement!"
LOUELLA PARSONS

★ ★ ★ ★ ★

"Warners' 'Retreat, Hell!' packs a big wallop—a story that captures the real feel of battlefield friendship!"
LOUIS SOBOL
N. Y. JOURNAL-AMER.

★ ★ ★ ★ ★

"Warners' 'Retreat, Hell!' is the most human yarn to come out of the Korean War—a Marine story that warms your heart!"
EARL WILSON
N. Y. POST

★ ★ ★ ★ ★

"Best war movie since 'The Big Parade' is Warners' Marine pic, 'Retreat, Hell!'"
JIMMY STARR
L. A. HERALD-EXPRESS

Michigan Allied Holds Board Meet

DETROIT, Feb. 13. — The largest board of directors meeting in years was held by Allied Theatres of Michigan today in the Variety Club rooms in the Tuller Hotel.

Allen Johnson, national representative for Michigan Allied, reported on the Washington arbitration meeting which he attended.

Ernest T. Conlon, Allied executive secretary, reported that the Michigan Public Service Commission has granted Film Truck Service until Feb. 22 to answer to a suit filed by Allied which says their rate hike is "unjustifiable." The original order called for Film Truck Service to appear before the MPSC Feb. 8.

John Vlachos, president, called for a board of directors meeting March 5.

W. Pa. Allied Hears

(*Continued from page* 1)

grams which will be televised into theatres within the next 30 days.

"The future is limitless for theatre television and undoubtedly films will be transmitted to theatres which will do away with the business of exhibitors having to buy films."

Asked regarding the cost of equipment, Bennett stated: "Theatre equipment costs $15,800 from RCA, and completely installed about $20,000. Then, of course, there is additional cost such as airline mileage from the terminal building in your city to the theatre, loop charges, and charges based on the seating capacity of the theatre when special programs come through. But of course, the exhibitor also can take non-sponsored programs off the air to show in his theatre."

UPT Asks

(*Continued from page* 1)

used every conceivable means in attempting to dispose of the remaining 198 theatres.

UPT added that action has been completed with respect to 80 per cent of the theatres affected by the decree. The 80 per cent, it was explained, consists of 874 theatres, already disposed of.

Judge Hand also signed an order yesterday granting a hearing on Feb. 26 on UPT's petition for a six-month extension in the disposal of its joint interest, held with Fanchon & Marco, in the Paramount Theatre, Hollywood. The petition sought six months from the date of the disposition of the current F. & M. anti-trust suit against Paramount Pictures, in which UPT is an intervenor defendant. UPT acquired a 50 per cent interest in the theatre when Paramount Pictures was split into two independent companies.

In Washington, Justice officials who said the Department would oppose UPT's request pointed out that the Schine theatre circuit was granted an extension recently only after it had met several major conditions sought by the Department of Justice.

Cannot Show Dope Picture in Schools

Baltimore, Feb. 13.—Baltimore county police have abandoned their plan to introduce a film depicting the evils of narcotic addiction into the county school system. This decision was made on the advice of the Federal Bureau of Narcotics, which feels such films tend to increase teen-age narcotic addiction rather than reduce it.

The film is "The Terrible Truth." It was screened before the State Board of Censors and a member of the FBN administration for Maryland, who was present, informed county police of the Bureau's stand.

Hit 'Blind Checking'

(*Continued from page* 1)

jection booths and requiring minimum liability insurance of $25,000 for places of public assembly licensed by municipalities.

Decided to Investigate

The unit decided to investigate increases in film delivery service proposed by several companies, reportedly ranging from 25 to 60 per cent. A check will first be made with the State Public Service Commission to ascertain whether present tariffs permit such hikes. If they do, other action will be taken. Insufficiency of prints was also discussed.

'Pinky' Case

(*Continued from page* 1)

the first big test case from Texas. The state court upheld the conviction on Jan. 30.

In New York, an official of the Motion Picture Association of America said the MPAA was "delighted" to know that the "Pinky" censorship case was on the way to a test before the U. S. Supreme Court. He added that any direct action in the case by the MPAA would have to await consultations with attorneys for 20th Century-Fox, which produced the film, and deliberation by the MPAA board.

It is understood, meanwhile, that the MPAA will refrain from taking any direct action in the appeal before the Supreme Court of the New York "The Miracle" case. Ephriam London, attorney for Joseph Burstyn, Inc., distributors of the picture, invited the MPAA to file an *amicus curiae* brief in support of the defendant. "The Miracle" was deprived of a New York State license because it was deemed "sacriligious."

Gallico Film to Souvaine

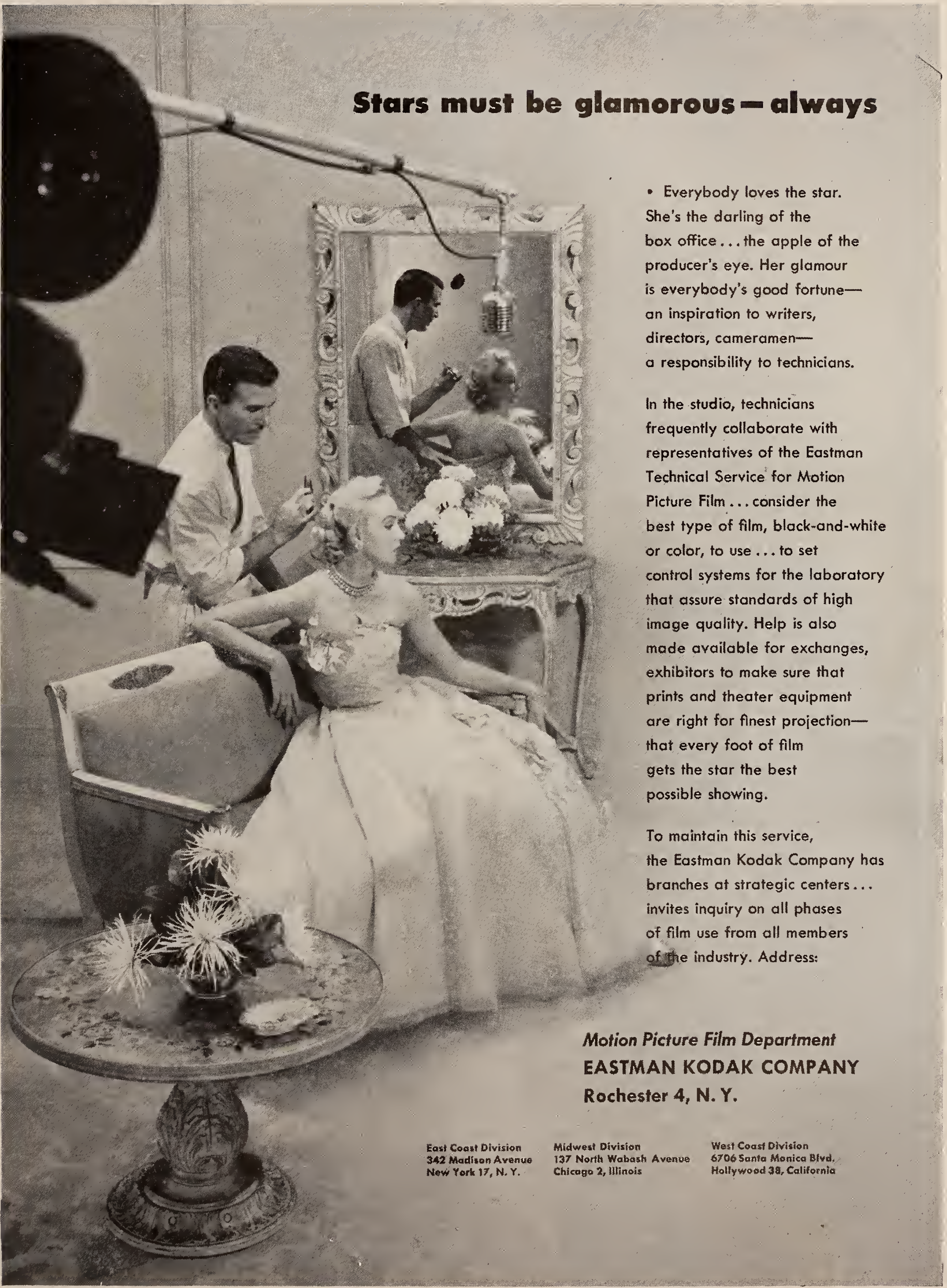
Souvaine Selective Pictures has acquired American rights to the Paul Gallico British-made feature, "Never Take No for an Answer." The deal was completed in London by Charles Amory, sales vice president, in meetings with John Woolf, representing the English firm, Independent Film Distributors, it was disclosed here by Henry Souvaine, president of the American firm.

To 'Latuko' playdates

. . . Book the co-feature that has had successful hold-over weeks with LATUKO at Fanchon & Marco Hollywood and Fox West Coast, Los Angeles—March of Time's 40-minute "History-in-the-Making". . .

*also available and booked with LATUKO at the Studio, Salt Lake City—a 56-minute feature, "We Are The Marines."

Write or Wire
Phil Williams, Theatrical Sales Manager
March of Time
369 Lexington Avenue
New York 17, New York



Stars must be glamorous—always

• Everybody loves the star. She's the darling of the box office . . . the apple of the producer's eye. Her glamour is everybody's good fortune—an inspiration to writers, directors, cameramen—a responsibility to technicians.

In the studio, technicians frequently collaborate with representatives of the Eastman Technical Service for Motion Picture Film . . . consider the best type of film, black-and-white or color, to use . . . to set control systems for the laboratory that assure standards of high image quality. Help is also made available for exchanges, exhibitors to make sure that prints and theater equipment are right for finest projection—that every foot of film gets the star the best possible showing.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

The Producer-Director of "A Place In The Sun" has made another outstanding Paramount grosser

George Stevens' first picture since his profit-winning prize-winner, "A Place In The Sun," is ready for you! Again, Boxoffice-Expert Stevens has filmed a love story with the widest possible popular appeal—an attraction which Motion Picture Daily reports is

"AN OFF-THE-BEATEN -TRACK DRAMA FOR HIGHLY FAVORABLE BOXOFFICE RESULTS."

JOAN **FONTAINE** • RAY **MILLAND**

TERESA **WRIGHT**

in

George Stevens' Production

Something To Live For

with
RICHARD DERR
DOUGLAS DICK

Produced and Directed by
GEORGE STEVENS
Written by DWIGHT TAYLOR

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 32 NEW YORK, U. S. A., FRIDAY, FEBRUARY 15, 1952 TEN CENTS

CompoAgenda To Highlight Federal Tax

Declarations by Allied, TOA Prompt Attention

The agenda being prepared for the annual Council of Motion Picture Organizations meetings at the Hotel Astor here next Wednesday and Thursday will give to discussion of admission taxes a vastly more prominent position than the subject would have received had not the Theatre Owners of America and Allied States recently declared themselves in favor of a renewed attack on the Federal levy.

This was indicated yesterday by the COMPO administration, which pointed out that so much attention will have to be devoted at the meetings to such subjects as taxation, "Movietime

(*Continued on page 3*)

COMPO Ads Will Stress New Product

The layouts of the Council of Motion Picture Organization's forthcoming second national newspaper advertising campaign will emphasize product, on the theory that the industry and its theatres as an institution can be sold to the public most effectively by highlighting outstanding pictures.

This approach was voted yesterday by a special sub-committee of the Motion Picture Association of America's advertising - publicity directors committee. At a meeting at the St. Moritz Hotel here, the sub-committee

(*Continued on page 3*)

Big Turnout for Variety Induction

Over 500 reservations already have been received for the annual induction luncheon of the Variety Club of New York, Tent No. 35, to be held here on Tuesday, at the Hotel Astor. Charles E. Lewis is chairman of the affair.

Industry leaders from all over the country will be at the dais. The event, will honor incoming chief barker William J. German and retiring chief barker, Fred J. Schwartz.

Among those who have already sig-

(*Continued on page 2*)

Skouras Calls for Industry Aid in '52 Red Cross Drive

Spyros Skouras

An appeal for industry and, particularly, theatre cooperation in the forthcoming American Red Cross fund drive was made by Spyros P. Skouras, 20th Century - Fox president, at a luncheon at the Metropolitan Club here yesterday which was attended by representative exhibitors, exhibitor organization officials and company executives.

Skouras is heading the motion picture industry division of the Red Cross campaign for the fourth consecutive year.

Assurances of cooperation were

(*Continued on page 3*)

Jackter Heads Col. Sales Campaign

Five members of Columbia Pictures' "Round-the-World" sales cabinet have been named "captains" of specific crews for the competition, under the over-all supervision of assistant sales manager Rube Jackter.

The drive, which began Feb. 1 and will run through June 26, is Colum-

(*Continued on page 2*)

NPA FAVORS OK ON COLOR THEATRE TV

Would Continue Ban on Home Color TV; Plan Needs Further Approval

By J. A. OTTEN

WASHINGTON, Feb. 14.—National Production Authority officials working closely with television problems are recommending that the government continue to ban home color television but okay color TV for theatres and other commercial uses.

Whether their recommendation will be approved by top mobilization officials, such as Defense Mobilizer Charles Wilson and Defense Production Administration head Manly Fleischmann, is now the big question. A final decision is hoped for by the end of next week.

At a meeting with television indus-

(*Continued on page 2*)

Delay UPT Hearing Here to March

Postponement of the hearings on United Paramount Theatres' request for a two-year extension in divesting 198 theatres was disclosed here yesterday.

Government attorneys said the hearings would be held in New York Statutory Court about March 7 instead of Feb. 26, as originally scheduled. Justice officials here, reiterating that the Department would oppose UPT's request, also said that the government may file counter motions today.

AMPA Votes School Plan

The Associated Motion Picture Advertisers membership yesterday voted in favor of the organization's plan to establish a school for the training of industry employes who wish to advance in the fields of advertising, publicity and exploitation.

This action, taken at a meeting at Trader Tom's Restaurant here, places the project on AMPA's regular pro-

(*Continued on page 3*)

Holds Damage Claim in Pa. 'Log-Jam' Suit Premature

PHILADELPHIA, Feb. 14.—"Wait until you're hurt" was the gist of the verdict handed down by Federal District Court Judge Grim in the product "log-jam" suit brought by Sablosky theatres of Norristown, Pa. against major distributors.

Judge Grim refused the plaintiffs' request for a preliminary injunction to force the distributors to offer quality product to the Norris Theatre on national release dates, since the Sablosky interests could not show "irreparable damage."

Judge Grim noted that the crisis of which they complained was not until March and since it had not yet occurred there was no basis for damages. The court, however, did stipulate that the plaintiffs could reopen the case if the product situation war-

(*Continued on page 2*)

Blumenstock Leaves For Coast Today

Mort Blumenstock, Warner Brothers' vice-president in charge of advertising and publicity, will entrain today for the company's studios in Burbank where he will set up his headquarters, as previously announced.

Gil Golden, advertising manager, and Larry Golob, Eastern publicity director, will continue to head the Warner home office advertising and publicity departments, under Blumenstock's supervision from the studios.

Freeman to Follow Weisl on Stand

WASHINGTON, Feb. 14.—Y. Frank Freeman, Paramount studio head, is expected to take the stand tomorrow at the Federal Communications Commission's catch-all Paramount hearing, following Paramount board member Edwin L. Weisl, who today explained to FCC hearing examiner Leo Resnick

(*Continued on page 3*)

Christophers Awards Made on the Coast

Hollywood, Feb. 14. — The Christophers tonight presented bronze medallions and cash awards totalling $10,000 to producer Sam Zimbalist, director Mervyn Leroy, and writers John Lee Mahin, S. N. Behrman and Sonya Levien, for their contributions to "Quo Vadis."

The presentation of these and other awards in other fields for work of "outstanding spiritual significance" was made by Father James Keller, founder of The Christophers, at a banquet at the Beverly Hills Hotel.

Loew's Theatres' 'Salute to Spring'

Loew's Theatres has launched a special box-office promotion drive under the advertising caption: "Loew's Salute To Spring!" The circuit management here said that behind the campaign is the fact that Loew's has lined up some exceptionally good bookings in succession, including attractions from all companies, depending upon the city."

Col. Drive

(*Continued from page* 1)

bia's first on an international scale. The following will act as crew "captains":

George Josephs, Albany, Buffalo, Boston, New Haven, Washington, Pittsburgh, Cincinnati and Cleveland;

Irving Wormser, Atlanta, Charlotte, Jacksonville, New Orleans, Dallas, Memphis and Oklahoma City;

Louis Weinberg, Chicago, Des Moine,s, Kansas City, Omaha, Minneapolis, Detroit, Indianapolis, Milwaukee and St. Louis;

Louis Astor, Philadelphia, Los Angeles, Denver, Salt Lake City, San Francisco, Portland and Seattle.

Short subjects sales manager Maurice Grad will be in charge of all short subject and serial aspects of the drive.

Variety Induction

(*Continued from page* 1)

nified their intention of being on the dais are: Harry Brandt, Edward P. Curtis, Al Daff, George Dembow, Ned Depinet, Russell V. Downing, Simon H. Fabian, Charles J. Feldman, Benjamin Fielding, Maury Goldstein, David Katz, Edward Lachman, Martin Levine, Al Lichtman, Arthur L. Mayer, Ira Meinhardt, Robert M. Mochrie, Charles C. Moskowitz, John O'Connor, Walter Reade, Jr., Charles M. Reagan, Trueman T. Rembusch, Edward Rugoff, Al Schwalberg, Leslie Schwartz, Sol Schwartz, George Skouras, Wilbur Snaper, Solomon Strausberg, Saul Trauner, David Weinstock, William A. White, Marc Wolf and Adolph Zukor.

'Log-Jam' Suit

(*Continued from page* 1)

ranted it. They had cited several prospective long-run films in Philadelphia first-runs as evidence of the prospective shortage. Judge Grim left it to the distributors to see that the Norris was supplied with suitable product, noting that if they failed to do so, plaintiffs would be granted the opportunity to pursue the case.

Testifying For Distributors

Testifying for the distributors were Lou Formato, Loew's; Ulric Smith, Paramount, and Ben Bache, Warner Brothers.

Personal Mention

ARNOLD PICKER, United Artists foreign department chief, returned here yesterday from a Latin American tour.

•

SAUL HAMMER, general manager of General Register Corp., is at home in Brooklyn recovering from shock incurred as a passenger on the National Airlines plane which crashed in Elizabeth, N. J., last Sunday night.

•

JOSEPH A. ADORNO, son of SAL ADORNO of the Adorno-Middletown Theatres, and treasurer of the State of Connecticut, has been elected treasurer of the Middletown Bar Association.

•

SAM LAKE has joined Screen Gems, Inc., as general business manager, a new post in the Columbia Pictures television subsidiary.

•

WALTER H. GROSSELFINGER, radio manager of Westrex Corp., has left New York to visit various locations in the Caribbean area.

•

ARTHUR L. MAYER, executive vice-president of the Council of Motion Picture Organizations, discussed industry operations in a lecture yesterday before a New York University class on communications media.

•

R. M. SAVINI, president of Editola Corp., and also head of Astor Pictures, has arrived in Hollywood from New York.

•

R. J. O'DONNELL, vice-president and general manager of Interstate Theatres, has been elected a director of the Dallas Hotel Co.

•

SEYMOUR POE of Producers Representatives has returned here from a three-week tour of Western RKO exchanges.

•

EILEEN BRENNAN, publicist, and JANE FROMAN left New York yesterday for Miami.

•

WALT WOOD has been added to DON PRINCE'S publicity staff at RKO Radio here.

Reserves Decision In Grainger Suit

New York Supreme Court Justice Botein has reserved decision on E. C. Grainger's motion to arbitrate his differences with the Shea circuit, pending a ruling in Bronx Surrogate's Court on the petition for an accounting of the Maurice A. Shea Trust.

Botein's ruling came as the deadline passed for filing of affidavits in the Surrogate case. Grainger, former general manager of the circuit, is seeking to enforce the arbitration provision of his contract, while Dorothy Shea, wife of Gerald Shea, president of Shea Enterprises, has filed an accounting petition in Surrogate's Court directed at the trustees and executors of the estate, of which Grainger is one.

Louisiana Owners Sued on Percentages

SHREVEPORT, La., Feb. 14. — Billy Fox Johnson and Johnson-Lacaze, Inc., are defendants in percentage actions filed in Federal Court here by Universal, RKO, 20th Century-Fox and Loew's. In the cases of 20th Century-Fox, RKO and Universal, the complaints also allege the infringement of copyrights by unauthorized exhibitions.

Theatres involved are the Fox in Le Compte; Fox Drive-in, Alexandria; Fox, Jonesboro; Fox, Pollock; Fox, Gibsland; Fox, Bunkie, and the Joy, Marksville, all in Louisiana, and the Ray Drive-in in Marshall, Texas.

Chaffe, McCall, Toler & Phillips of New Orleans represent the distributors, with Sargoy & Stein of New York of counsel.

IPC Names Glaser

R. S. Glaser has been appointed assistant sales manager of International Projector Corp., makers of the Simplex sound and projection systems, it was announced here.

3 Legislatures End; No Industry Damage

WASHINGTON, Feb. 14.—Two state legislatures have ended regular sessions and another has ended a special session with no damage to the film industry, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

In Georgia, a regular session ended without action on pending bills to set up film censorship and to bar distributors from checking on box-office receipts. In Colorado, which was in regular session, and Idaho, in special session, no film bills were pending, Bryson said.

Festivities Mark 2 Warner Openings

Korean Marine heroes Lts. Harrol Kiser and Wilber Herndon joined film stars Frank Lovejoy and Anita Louise at the Texas world premiere festivities for "Retreat, Hell!," a United States Pictures production for Warner Brothers, on the stage of the Majestic theatre in San Antonio last night. The premiere was in honor of the Marine Corps and Major General O. P. Smith, First Marine Division, in Korea.

Meanwhile, for Warner's color in Technicolor "The Big Trees," Kirk Douglas, Eve Miller, Patrice Wymore and Edgar Buchanan will head the celebrities attending the Western premiere of that film which takes place at the State and Eureka theatres, Eureka, Cal., on Saturday.

Face Greek Import Tax

The Motion Picture Association of America reported here yesterday that the Greek Government has taken steps to impose a new 50 per cent ad valorem tax on American film imports. The MPAA has applied to Athens for a copy of the edict preparatory to taking action against the measure, it was said.

NPA Favors

(*Continued from page* 1)

try officials last Friday, NPA took under advisement the question of its TV color ban, which now covers all but experimntal use. According to the official NPA announcement of that meeting, some industry officials wanted the ban off all uses, others wanted the ban kept on all uses, while still a third group wanted the ban kept on home color but removed from other uses.

An NPA official who has participated in half-a-dozen meetings this week on the color TV situation summarized the situation as follows:

The main reason for the color television ban was to prevent the drain of trained engineers from defense industries to designing color equipment. Ending the ban now on all uses, including home color, would bring such a drain. Every company would have to put engineers to work designing color equipment for sale to the public at large. The same argument does not apply in connection with theatre television. Only three or four companies are involved in producing theatre TV equipment, and thev could probably offer color equipment right now without any additional engineering effort. Therefore, the ban could safely be removed from theatre TV color equipment.

This official also admitted, however, that the decision reached by NPA's operating personnel on strict engineering reasons might not be the same as that reached by top mobilization officials, who must consider the competitive situation between home and theatre television; pressures from firms who want to start producing home color; pressures from such key Congressmen as Senator Ed Johnson (D., Colo.), who wants the ban lifted all along the line, and other factors.

Botwick Concession Head for Fla. Circuit

JACKSONVILLE, Feb. 14.—Harry Botwick has been named head of concession sales for Florida State Theatres, Inc., by Guy A. Kenimer, general manager. He will assume the post on Feb. 25.

NEW YORK THEATRES
RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION
A GIRL IN EVERY PORT
An RKO Radio Picture starring
GROUCHO MARX
MARIE WILSON
WILLIAM BENDIX
in Person
GENE KRUPA
And His Orchestra
THE FOUR ACES
PHIL FOSTER
Extra
POLLY BERGEN
PARAMOUNT
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c

Red Cross

(*Continued from page* 1)

given by Ned E. Depinet, RKO Pictures president and president of the council of Motion Picture Organizations; Arthur L. Mayer, executive vice-president of COMPO; and Fred Schwartz, Oscar Doob, George Skouras, Emmanuel Frisch, Russell Downing, Edward Rugoff and others in attendance.

'Are Keenly Aware'

"We of the motion picture industry are keenly aware of what our fellow Americans are thinking and doing," Skouras said. "We endeavor to provide them with the type of entertainment they want. But as leaders in the entertainment field, this alone is not enough. We must also act as leaders in the field of public service. The annual Red Cross fund appeal gives all of us a splendid opportunity to contribute to the welfare of our community and our country. Today's need for a strong Red Cross is greater than it has ever been save in time of all-out war," Skouras declared.

Depinet, noting there had, perhaps, been a letdown in industry zeal for participation in deserving campaigns since the war years, said: "We may have lost our wartime touch for such things and, in doing so, we may have lost friends, lost stature and lost a sense of satisfaction within ourselves. This time," he said, "we will do more."

Other speakers included Sgt. Edward B. Minnick, wearer of the Distinguished Service Cross, who described the Red Cross role in bringing much-needed plasma to wounded men, and Capt. John J. McCormick, public information officer of the Third Naval District. Capt. McCormick related that as motion picture officer for the Navy here earlier, he learned in film negotiations that the industry was more interested in getting films to service men to aid their morale than it was "in making a quick buck."

"The film men always let me win the arguments over terms," he said.

Minnick Added

Sgt. Minnick added that he brought the thanks of many service men to Skouras Theatres for courtesies shown them here.

Harry E. Humphreys, board chairman of U. S. Rubber Co. and head of the Red Cross commerce and industry division, also spoke. Others present included Wilbur Snaper, H. A. Cole, Arthur Israel, Lynn Farnol, Monroe Goodman, George Dembow and Ulric Bell.

The 1952 Red Cross goal is $85,000,000, of which $6,700,000 is to be raised in Greater New York.

H. Balaban to Head Chi. Red Cross Drive

CHICAGO, Feb. 14.— Harry Balaban, president of the H. and E. Balaban Corp., has been appointed to head solicitations within the amusements and recreation group of the 1952 Red Cross Fund campaign's business division here.

As chairman of the group, Balaban will be responsible for organization and solicitation of funds from 8,000 employees in 214 firms. The month-long 1952 Red Cross Fund campaign, which will open March 1, is seeking $3,750,000 in the Chicago area.

Compo Agenda to Highlight

(*Continued from page* 1)

U.S.A." and COMPO financing, relatively little time will be available for discussion of subjects carrying less impact. The agenda is expected to be completed early next week.

Allied, at its recent board meeting in Washington, declared itself in favor of an anti-tax drive under COMPO guidance. TOA, at its board meeting last month on the Coast, indicated it would enter into a new campaign against the Federal tax, but did not call for COMPO activity in that connection. The COMPO administration expects strong pressures will be exerted at next week's meetings to bring about a new COMPO anti-tax campaign. However, in other industry quarters here doubt has been expressed as to whether it would be advisable for the industry to open a tax drive at this time when the Federal military budget has attained a new peak.

The meetings, which will be separate gatherings of COMPO's board, executive committee and membership, will be called upon to reexamine the organization's dues collection structure. While the administration is known to have no particular criticism of the present method of collecting dues, it is held possible that individual board members may have new ideas to offer on financing. Exhibitors, under the present system, contribute one-tenth of one percent of their prior year's rentals, and these contributions are matched by the distributors. The system is said to have proved more effective than the previous one whereby one-tenth of one per cent of current monthly rentals were given, with corresponding contributions coming from distributors. The old system has been mockingly called the "dribs-and-drabs" method.

Discussion of the forthcoming "Movietime U. S. A." drive is likely to be led by Ned E. Depinet, COMPO president, in the absence of Robert J. O'Donnell, "Movietime" national director, who is on a vacation abroad.

Election of officers for the coming year also will be on the agenda. Most "enlightened guessing" at present as to possible candidates is that Depinet, Arthur L. Mayer, executive vice-president, and Robert W. Coyne, special counsel, will be elected to succeed themselves. The "guessing" has taken cognizance of Depinet's and Mayer's expressed reluctance to serve again, but suggests that they will be overruled in this by the COMPO board.

Urges FCC to Limit TV Station Holdings

WASHINGTON, Feb. 14.—Allen B. DuMont Laboratories today urged the Federal Communications Commission to limit to 8 the number of very high frequency and ultra high frequency television stations that could be owned by any one company or its subsidiaries.

FCC rules now limit any one firm's VHF holdings to five stations. The UHF band has not yet been opened to commercial TV, and consequently there are no ground rules in this area. The approaching end of the TV freeze makes this question important, and various groups are submitting their recommendations to the Commission. NBC, for example, has asked for a five-station limit in the VHF band and no limit in the UHF frequencies.

COMPO Ads

(*Continued from page* 1)

agreed that the advertisements "should sell the motion picture theatre and the industry as an institution through the example of outstanding films."

Charles E. McCarthy, information director of COMPO, was asked by the sub-committee to gather data and information which will be needed before specific recommendations for the ad series can be submitted for approval through the ad-publicity directors committee to the MPAA board.

Charles Simonelli presided at yesterday's meeting. Others in attendance were Charles Einfeld, Si Seadler, Jerome Pickman, Gil Golden, Sid Blumenstock, Alec Moss and Alfred Corwin.

Feeley Is Renamed

BOSTON, Feb. 14.—Ray Feeley has been reappointed executive secretary of the Independent Exhibitors of New England, it was announced by Norman Glassman, president of the organization.

IMPPA Now in TV Pay Talks with SDG

HOLLYWOOD, Feb. 14.—Screen Writers Guild, which previously has discussed with Independent Motion Picture Producers Association a television formula similar to that announced by IMPPA and Screen Actors Guild yesterday, in which IMPPA agreed to boost talent pay on films sold to TV, will commence negotiations with IMPPA on the matter immediately, SWG disclosed today.

Screen Directors Guild is expected to take up the matter at its next board meeting, and IATSE, which some months ago declared its intention of making the same type of demands whenever any other guild or union obtained an agreement, is expected to follow suit shortly. Over-all indications are demands from these and other sources may reduce to a vanishing point the profit margin for producers seeking to sell films to video.

AMPA School Plan

(*Continued from page* 1)

gram, Harry McWilliams, organization president, indicated. He reported also that several industry experts in the three promotional fields have volunteered to serve as lecturers at the classes.

McWilliams said it is planned to devote classes to training advertising-publicity aspirants in the mechanics of promotion as well as the fundamentals of exploitation and the writing of publicity material.

McWilliams appointed Ray Gallagher, advertising manager of *Motion Picture Herald,* chairman of the 1952 nominating committee which soon will draw up a slate of officers. Other members of the committee are Howard LeSieur, Francis Winikus, Ray Gallo, Vivian Moses, Chester Friedman and Martin Starr, with Charles Alicoate and George Scher serving as alternates.

Says Family Spends $30 Yearly on Films

Washington, Feb. 14.—Paul Raibourn, Paramount Pictures vice-president, estimated at the Federal Communications Commission hearings here yesterday that the average family now spends about $30 a year on film-going, as compared with about $40 in 1946. On the other hand, he said, it spends about $100 a year for TV entertainment, with some families spending as much as $200 a year—including, of course, original outlay, plus upkeep and repairs.

Freeman to Follow

(*Continued from page* 1)

how and why producers acquired theatres in the early days of the industry and said that the trade practices which were later enjoined or denounced by the Supreme Court were the outgrowth of a "natural way of doing business."

In both direct questioning by Paramount attorney Paul A. Porter and cross-questioning by FCC counsel Frederick Ford and Max Paglin, the entire three-decade history of the industry's—and Paramount's—anti-trust involvement was brought out in detail.

In response to questioning Weisl stressed his point that following the trade practices seemed "the natural thing to do." Asked about the fact that all the producer-distributor companies followed the same practices, Weisl replied that "none of us believed that any similarity in our conduct was the result of conspiracy."

Wouldn't Go Along

He regarded pooling agreements as a restraint, he said, "but I didn't think it was an unreasonable restraint." He recalled that as Paramount's "business got better" the company "didn't need" pooling arrangements. Paramount thought it "ought to get rid of them," he said, before the Supreme Court ruling eliminating pooling agreements, but Paramount's theatre partners wouldn't go along with the idea.

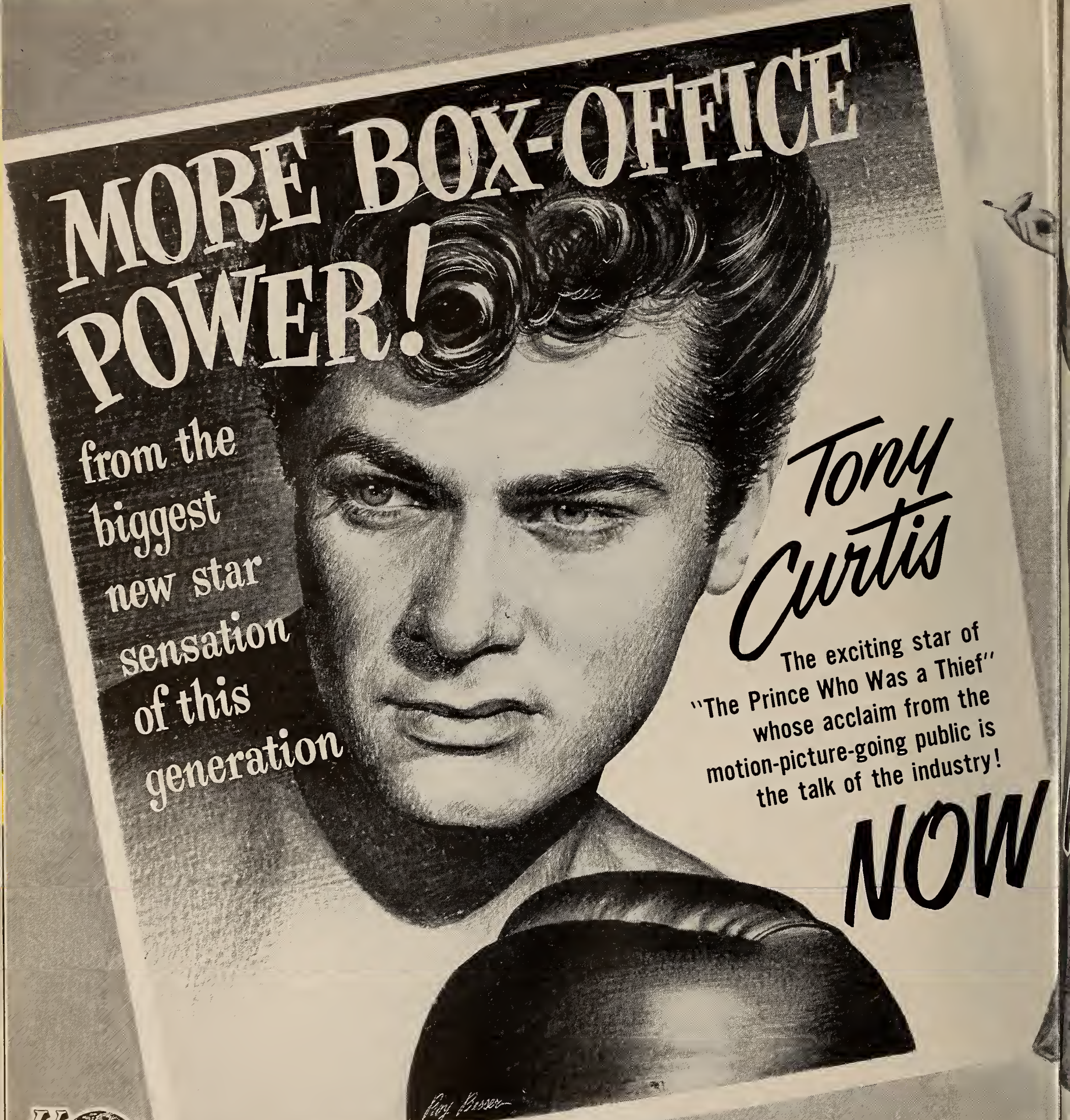
Weisl declared that Paramount's board members knew of the trade practices and considered them "legal" and "good business."

In a brief reference to the Paramount-Allen B. DuMont Laboratories, Inc. question, Weisl stated that in 1950 the Paramount board valued the company's DuMont holdings at $15,000,000.

Observers from the Department of Justice, who have dropped in on the hearings from time to time, were present again today.

Harold Lloyd Files Vs. TV Stations

LOS ANGELES, Feb. 14. — Harold Lloyd filed a Federal Court suit against NBC-KNBH and the Los Angeles Times station KTTV for amounts aggregating $300,000 charging copyright infringement in their televising his "Safety Last" Feb. 7 and last July 5 respectively. In addition to damages and attorney fees, the Lloyd suit asks an injunction against further televising of his picture and an acounting of all past and future profits.


MORE BOX-OFFICE POWER!
from the biggest new star sensation of this generation
Tony Curtis
The exciting star of "The Prince Who Was a Thief" whose acclaim from the motion-picture-going public is the talk of the industry!
NOW

Universal International
1912
40th Anniversary Year
1952

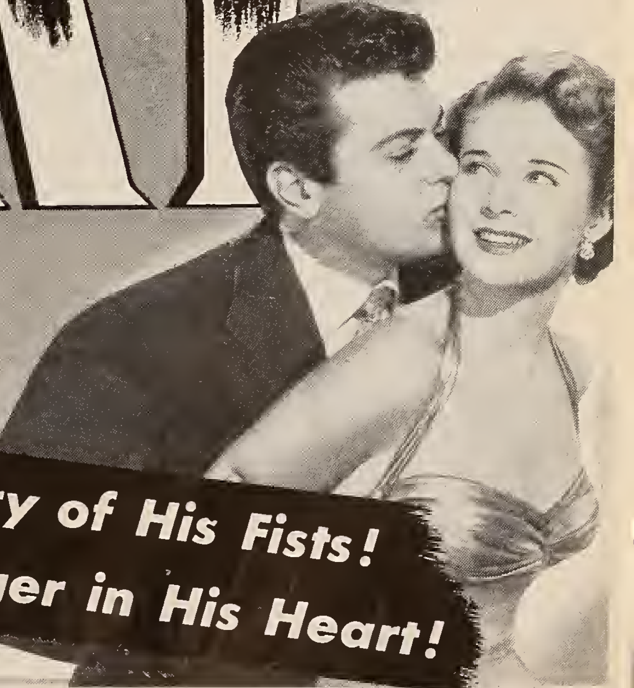
Starring **TONY CURTIS · JAN**

with **WALLACE FORD · CONNIE GILCHRIST ·**

UNIVERSAL-INTERNATIONAL presents

FLESH AND FURY

IN...



It took one woman to Tame the Fury of His Fists!
...Another to feed the Naked Hunger in His Heart!

STERLING · MONA FREEMAN

Directed by JOSEPH PEVNEY • Screenplay by BERNARD GORDON • Produced by LEONARD GOLDSTEIN

Coming Events

Feb. 17-24 — National Brotherhood Week.

Feb. 20-21—Council of Motion Picture Organizations annual executive board meeting, Hotel Astor, New York.

Feb. 25—Screen Writers Guild annual awards banquet, The Palladium, Hollywood.

Feb. 27—Cinema Stamp Collectors meeting, Hotel Astor, New York.

March 4-6 — Allied Independent Theatre Owners of Kansas and Missouri and National Drive-in Theatre Owners joint convention, Continental Hotel, Kansas City, Mo.

March 12—Cinema Stamp Collectors meeting, Hotel Astor, New York.

March 20—Academy of Motion Picture Arts and Sciences 24th annual awards, Pantages Theatre, Hollywood.

March 23-25—Theatre Owners of Oklahoma annual convention, Biltmore Hotel, Oklahoma City.

Corot Appointed to Lesser Sales Post

HOLLYWOOD, Feb. 14.—Anatole Corot has been named sales representative for Sol Lesser Productions in Europe and the Near East.

Corot, who for seven years was identified with film selling in the Far East, will establish headquarters in Paris.

Review

"Lady Possessed"

(Portland Picture-Republic)

JAMES Mason teams up with June Havoc in this Republic release which falls under the psychological drama category. What may be lacking in story content, believable mood and charaterization, is partially made up in the apparent marquee value of the names of the co-stars. Another redeeming factor is the "Byronic hero" role once again played by Mason as a worldly, yet strange man, whose life is saddened by tragedy.

The story, based on a novel by Pamela Kellino, who also plays a chief supporting role in the film, finds Mason left a widower. The wife of a young American business agent in London, June Havoc, crosses paths with Mason's past. Bit by bit she is woven into the delusion that Mason's late wife has communicated with her. Acting under this delusion, Miss Havoc attempts to fill in as Mason's wife until rudely awakened from her dream.

The above story outline is punctuated by many bizarre complications, many of which might bring guffaws from the audience. Another surprise is that, in addition to Mason's main Byronic role, he is also a crooner in this film—a crooner with a British delivery.

Others in the cast include Stephen Dunne, Fay Compton, Steven Geray, Diana Graves and Odette Myrtil. Mason, the star, also produced, while Roy Kellino is associate producer, and William Spier and Kellino directed. Screen play credits go to Mason and Pamela Kellino.

Running time, 87 minutes. General audience classification. For February release.

MURRAY HOROWITZ

Frisch Is Named Lippert Manager

CINCINNATI, Feb. 14.—Jack Frisch, previously a local suburban exhibitor, but more recently office manager for Universal-International in Indianapolis, has been appointed manager of the Lippert exchange here, succeeding Gene Tunick, who resigned to take over the New York franchise of Movie Sweepstakes, an audience-participation game.

The nation's need for copper scrap is urgent. SAVE THOSE COPPER DRIPPINGS.

Cleveland Theatres Raising Admissions

CLEVELAND, Feb. 14. — First-run downtown houses are following the lead of deluxe neighborhool runs in raising admission prices. A majority of the top neighborhood houses are now charging 55 cents. Warner's Allen and the Hippodrome have advanced evening and weekend prices five cents to 80 and 85 cents, respectively. The RKO Palace will adopt the same scale starting Feb. 21. Loew's division manager Frank Murphy says he is studying the scale and probably will follow suit. All of the houses are maintaining the 55-cent morning and 60-cent matinee prices.

Fight Drive-in Tax Bill.

BOSTON, Feb. 14.—Ray Feeley, secretary of the Drive-in Theatres Association of New England, and Frank L. Lydon, secretary of New England Allied, are leading the opposition against a proposed bill sponsored in the state legislature by Rep. Charles L. Patrone which would impose a state admission tax on drive-in theatres.

BOSTON, Feb. 14.—A bill to impose a 5 per cent tax on admissions to theatres showing telecasts of sporting events has been reported adversely to the Massachusetts legislature by its committee on taxation.

25-Cent Warner Dividend

At a meeting of the board of directors of Warner Brothers here yesterday a dividend of 25 cents per common share was declared, payable on April 4 to stockholders of record on March 5.

20th-Fox Dividend

A quarterly cash dividend of 50 cents per share on common stock of 20th Century-Fox was declared here yesterday by the board of directors, payable on March 29 to stockholders of record on March 14.

Paramount Dividend

The executive committee of the board of directors of Paramount Pictures Corp. has voted a quarterly dividend of 50 cents per share on the common stock, payable on March 28, to holders of record on March 17.

NEWS in Brief . . .

HOLLYWOOD, Feb. 14. — Production dropped two more points last week, to a total of 29 pictures in work. Four new ones were started and six were completed.

Started were: "Assignment—Paris," Columbia; "Eagle on His Cap," Metro-Goldwyn-Mayer; "African Treasure," Monogram; "Stalag 17," Paramount.

Completed were: "Days Before Lent," Metro-Goldwyn-Mayer; "Jumping Jacks" (Hal Wallis Productions), Paramount; "Black Hills Ambush," Republic; "Les Miserables" and "What Price Glory," 20th Century-Fox; "Man with A Gun," Warner Brothers.

•

LOUISVILLE, Feb. 14.—A bill increasing amusement taxes and appropriating the extra revenue to the teacher-retirement system was entered in the State Legislature at Frankfort with the following proposals:

On admissions of 10 cents or less, no tax, as at present; on admissions of 11 to 18 cents, increase the tax from one to three cents; on admissions of 19 to 28 cents, increase the tax from two to four cents; on admissions of 29 to 38 cents, increase from three to five cents; on admissions of 39 cents to $1, increase from three cents to five cents, plus three cents on each additional 10 cents; on admissions in excess of $1, increase from 10 cents plus a cent on each additional quarter to 12 cents plus three cents on each additional quarter charged.

•

HOLLYWOOD, Feb. 14.—Elsa Whitman, 53, for the past 10 years private secretary to Fred S. Meyer, director of industrial relations at 20th Century-Fox studios, died here Tuesday after a brief illness.

•

WASHINGTON, Feb. 14.—The House Rules Committee has blocked another attempt to get a Congressional investigation of exclusive theatre telecasts of sporting events.

House Rules Committee Chairman Sabath (D., Ill.) said he would keep trying to get his committee to approve such an investigation.

•

JACKSON, MISS., Feb. 14.—A bill cutting Mississippi's amusement tax from 10 per cent to two per cent, except on theatre circuits with 10 or more units in or out of the state, has been passed by the House and sent to the Senate. The tax on circuit theatres would be five per cent under the bill.

It is estimated the tax cut would cost the state $450,000 annually in revenue.

•

Carroll L. Puciato, vice-president of Jack Broder Productions and Realart Pictures, is leaving here tomorrow, by air, for London, Paris and Rome, to discuss joint production, deals, as well as distribution on Jack Broder pictures. He will also acquire films for U. S. release. He is expected to return early in March.

George Stevens
producer-director of
"A Place In The Sun,"
soon gives
your boxoffice
his new
Paramount hit
Something To Live For

I DID THE HIGHLY PRAISED
DUBBING
FROM SPANISH TO ENGLISH ON THE 10 REEL "LOYOLA" (THE SOLDIER SAINT) WITH MY WORD INDICATING SYSTEM & SPECIAL LANGUAGE SYNCHRONIZERS.
MICHAEL HOFFMAN, DUBBING EXPERT, 489 FIFTH AVE., NEW YORK. MU 2-7486

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 33 NEW YORK, U.S.A., MONDAY, FEBRUARY 18, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

WHILE much time and thought is being given by a broad segment of the industry to devising machinery for hearing and settling industry grievances, partly in the hope that it might bring about a reduction of costly court actions, hardly a week passes without new anti-trust complaints being entered upon court dockets.

Lately, some of the plaintiffs are repeaters. Their names and, certainly, those of the attorneys involved, many of them remembered from their school days as members of the staff of the United States Attorney General, crop up again and again, in case after case.

One begins to wonder just how much justice and the law have to do with the situation.

Of late, there has been another of those flurries of trust suit filings in the Federal court in Chicago. Theatre business in that city, from all reports, has been more distressed perhaps than elsewhere. Is there a link between depressed business conditions and the filing of trust suits that might explain, better than legal complaints and allegations, why this industry is tortured with litigation more than others?

Certainly, an exhibitor, fearful that his theatre is not to be operated profitably, is easily intrigued by visions called up by triple damage figures running to six and seven numerals. Especially when they are recited by attorneys willing to work for a share of the spoils.

• •

NATE J. BLUMBERG, nearing his 14th year as president of Universal and currently observing his 40th anniversary in the industry, is being honored by his company with a world-wide sales drive.

Having in mind the recent robust financial reports issued by the company he heads, it is interesting to surmise what new fiscal wonders may materialize with the whole organization in there swinging for him, when they have shown they can perform so well without such special incentive.

The results are sure to be a fine tribute to one who has spent his life in show business and, rising in it, won and held friendships on every level. His countless friends, as well as his loyal organization, will be working to make his 40th anniversary an auspicious one.

'Tolerance' Newsreel Clip Kicks Off 'Brotherhood Week' for Industry

Theatres across the nation are currently participating in "National Brotherhood Week," which started yesterday, featuring a two-minute clip in virtually all newsreels presenting Oscar Hammerstein 2nd, Richard Rodgers and Bill Tabbert in an appeal for tolerance.

Besides exhibition, other branches of the industry are also lending a hand in the 1952 fund-raising campaign in behalf of the National Conference of Christians and Jews. A goal of $150,000 in contributions has been set by the amusement division in the New York area.

Eric Johnston, president of the Motion Picture Association of America, is chairman of the NCCJ's National and World Brotherhood Week observance. George P. Skouras is chairman of the amusement division's participation here.

Sullivan, Mayer, DeMille on Expanded FCC Witness List

WASHINGTON, Feb. 17.—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee have given the Federal Communications Commission the names of 18 more key witnesses who will testify in support of the industry's request for theatre television frequencies.

The new list, filed on Friday, supplements an earlier list of 40-odd names filed three weeks ago. Officials said still another, final list—containing some additions and probably some deletions—would be filed shortly before the FCC hearings open on March 10.

Gael Sullivan, executive secretary of the Theatre Owners of America, and Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, were added to the group of witnesses who will testify on the composition and structure of the motion picture industry. J. Robert Rubin of Loew's, and John O'Connor of Universal, were added to

(Continued on page 4)

Allied-Distributor Arbitration Talks May Start on Wed.

Allied's arbitration committee this week will be in a position to receive first hand reactions of distribution executives to the exhibitor organizations' proposals for the establishment of an indusry system of arbitration.

All or most members of the arbitration committee will be in New York on Wednesday and Thursday to attend the annual meetings of the Council of Motion Picture Organizations. That these committeemen and distribution executives will confer during COMPO meeting recesses on Allied's proposals is regarded in industry circles here as "inevitable."

Word was received from Washington at the weekend that Allied's pro-

(Continued on page 4)

Lewis Is Named UA AdvertisingManager

Roger H. Lewis has been named advertising manager of United Artists, it was announced here at the weekend by Francis M. Winikus, UA's national director of advertising, publicity and exploitation. Winikus formerly held the advertising post.

Lewis, who will check into United Artists next Monday, resigned earlier this month as vice-president and creative director of the Monroe Greenthal Company after five years with that adverstising agency.

Lewis began in the motion picture

(Continued on page 5)

Threaten Strike At Pathe's N.Y. 'Lab'

Richard F. Walsh, IATSE international president, at the weekend received from "white collar" employees of Pathe Laboratories here a request for permission to call an immediate strike. An answer to the request is expected this week.

A strike of the 40 members of "IA" Motion Picture Home Office Employes Local No. H-63 could cause serious operating difficulty at Pathe with possible interruption in the printing of Warner Pathe News, features slated for United Artists release, Uni-

(Continued on page 5)

House Unit Hits Films' 'Red' Policy

Un-American Committee Says Clean-Up Lagged

WASHINGTON, Feb. 17. — The House Un-American Activities Committee today sharply criticized the motion picture industry for not taking steps after the committee's 1947 hearings to "check Communism within the industry"

The committee said the failure of the industry to act forced it in 1951 to reopen its Hollywood investigation, and that it was "astounded when the true extent of Communist infiltration and manipulation in the Hollywood motion picture industry was disclosed."

The committee's statements came in its annual report, covering its activities last year. A large section of the report was devoted to the Hollywood

(Continued on page 5)

Para.'s 'Good Faith' Defended by Weisl

WASHINGTON, Feb. 17.—Paramount Pictures director Edwin L. Weisl wound up two days of testimony over the week-end on the company's anti-trust history, defending Paramount's "good faith" in following trade practices which were subsequently enjoined by the Supreme Court.

Federal Communications Commission counsel turned the past two days of the catch-all Paramount hearing into a barrage of questions relating to the anti-trust issue, citing suit after suit brought against the industry by

(Continued on page 4)

Partmar Refuses to Be FCC Witness

WASHINGTON, Feb. 17.—Partmar Corp. and four other independent exhibitors which are opposed to the merger of United Paramount Theatres with the American Broadcasting Co. will not appear voluntarily as witnesses in the Federal Communications Commission's catch-all Paramount hearings, according to their attorney, Russell Hardy.

Hardy said that FCC counsel Fred-

(Continued on page 4)

Wage Pact of D.C. Projectionists Is Approved By WSB

Washington, Feb. 17.—The Wage Stabilization Board and the District of Columbia fire marshal have okayed a new wage agreement between exhibitors of the Metropolitan Washington area and local projectionists.

Although the agreement provides substantial increases for individual projectionists, it also cuts the number of projectionists on duty from two to one in all theatres under 1,000 seats.

A. Julian Brylawski, head of the local exhibitor association, estimated it would mean savings of "hundreds of thousands" for the theatre owners during the three and one-half years which the contract still has to run. Brylawski said that where exhibitors before would have been paying $3.62 to $4.10 an hour for two men, they will now pay $2 to $3 an hour for one man.

The fire marshal has agreed, it was learned, to waive the District's two-in-a-booth rule and permit only one projectionist to be on duty in any theatre under 1,000 seats and using safety film. Salaries of projectionists will be boosted better than 10 per cent, and this necessitated wage board approval.

The Board ruled that although the 10 per cent boost went beyond its usually permitted increase, the fact that only one operator would be on duty indicated that additional duties would have to be performed by the man on duty and therefore the exceptional boost would be okay.

In the larger theatres, two men will remain on duty. Projectionists in these theatres got a contract calling for a three and one-half per cent boost each year for four years.

'Hollywood, U.S.A.' Published Today

"Hollywood, U.S.A.: From Script to Screen," by Alice Evans Field, will be published today by Vantage Press, Inc., with a foreword by Will H. Hays.

The book is an expository examination of the process of making motion pictures from a non-technical viewpoint. It is replete with records and illustrations. Miss Field was formerly director of the department of studio and public service of the Motion Picture Association of America.

Mrs. Gordon Douglas, 34

Hollywood, Feb. 17.—Mrs. Gordon Douglas, 34, wife of the Warner Brothers director, died last week at Cedars of Lebanon Hospital following a short illness. A former ballet dancer known as Marian Shelton, Mrs. Douglas retired from professional life after her marriage to the director 14 years ago. She is also survived by a daughter, Cathy.

Braham House Gutted

Braham, Minn., Feb. 17. — The Park Theatre here was gutted by fire after an explosion. Mrs. Tillie Smith, owner, narrowly escaped death.

Personal Mention

JOHN G. McCARTHY, head of the Motion Picture Association of America's international division, will return to his office here today from a Florida vacation.

•

Ellis G. Arnall, Society of Independent Motion Picture Producers president, who is about to assume the post of U. S. Price Stabilizer, yesterday appeared on NBC-TV's "Meet the Press" program.

•

Howard Dietz, M-G-M vice-president and ad-publicity director, left here by train for the Coast at the weekend.

•

Edwin W. Aaron, sales executive for Twentieth Century-Fox, will return here tonight from Pittsburgh, Penna.

WILLIAM H. CLARK, RKO Radio treasurer and member of the board of directors, and his wife, left here over the weekend for Jacksonville, Fla.

•

Hugh Owen, Paramount's Eastern-Southern division manager, will return here today from New Haven.

•

William Wyler, Paramount producer-director, returned to the Coast over the weekend from New York.

•

Jack Levin, president of Jack H. Levin Associates, has returned here from Washington.

•

A. A. Schubart, RKO Radio branch operations manager, left here for Atlanta yesterday.

$34,860,000 In '51 Film Dividends

Washington, Feb. 17. — Motion picture company publicly-reported cash dividends totaled $34,860,000 in 1951, according to a preliminary Commerce Department estimate.

This would be not quite six per cent below the final 1950 estimate of $36,941,000. Commerce Department officials said, however, that the final 1951 figures might be considerably closer to 1950, because Stanley Co., Walt Disney Productions and several other companies still have not reported to the Government their full 1951 payments.

Commerce officials usually figure that publicly-reported cash dividends account for slightly better than two-thirds of all film industry dividend payments. On this basis, total 1951 film industry dividends should have been in the neighborhood of $52,000,000 to $53,000,000.

Payments reported in December were put by Commerce at $6,751,000, compared with $6,478,000 in December, 1950. Officials said a common stock dividend by Universal more than offset slight drops in the total dividends paid by several other companies.

Arguments to Start In Cinema's Suit

Denver, Feb. 17.—Testimony ended here Friday and arguments will start Tuesday in the suit of Cinema Amusements which is asking $1,000,000 in damages from RKO, 20th Century-Fox and Loew's, alleging inability to buy proper film run for the Broadway during 1945-46.

The case started Jan. 7.

Swear in Johnston In New Govt. Post

Washington, Feb. 17. — Motion Picture Association of America president Eric A. Johnston is scheduled to be sworn in tomorrow morning in his new government post as chairman of the President's International Development Advisory Board.

Exhibitors Raise Pledges for NCCJ

Exhibitors in the New York area pledged to double the contributions which they will raise for the National Confernce of Christians and Jews at a luncheon at the Hotel St. Moritz here on Friday as the industry's participation in the 1952 fund-raising campaign got underway.

George Skouras, head of Skouras Theatres and NCCJ amusements division chairman, presided at the meeting with Fred J. Schwartz of Century Circuit, Metropolitan New York committee chairman.

Also present were Si Fabian, Joseph R. Vogel, Harry Mandel, Russell Downing, Harry Goldberg, Emanuel Frisch, Harold Rinzler, Bernard Levy, Ed Rugoff, Stanley Kolbert, George Skouras, Jr., Leslie Schwartz and David Katz.

Goldstein Leaves Columbia for TV

Louis Goldstein, until recently managing director in Germany for Columbia Pictures, has resigned to enter the television film distribution field.

Goldstein, with the company 22 years, earlier had been Columbia chief in Argentina and Brazil, and prior to that had inaugurated Columbia operations in a number of other Latin-American territories. He left Germany in December.

His new enterprise is Hygo Television Films, Inc., of which Jerry Hyams is president, and Goldstein is vice-president.

Picker Optimistic On Latin America

Arnold M. Picker, United Artists foreign distribution vice-president, who returned here last Thursday from a Latin American tour, said at the weekend that he was confident 1952 would be a banner year for the company in that market. He met with UA personnel in Brazil, Chile, Uruguay, Argentina, Peru and other countries.

Newsreel Parade

THE mourning of King George and start of "Brotherhood Week" are current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 15 — Britain mourns King George. "Ike" bandwagon gets rolling at New York rally. "Brotherhood Week."

NEWS OF THE DAY, No. 249—Mourn King. Veteran carrier modernized. Iwo Jima six years after. Great Day for "G.I.'s". Dog Show. Diving.

PARAMOUNT NEWS, No. 52—Aquamaniacs make big splash. Dog show. "Brotherhood Week." British pay tribute to King.

TELENEWS DIGEST, No. 7-B — Fort Dix training. King George lies in state. Korean fire. Iranian students. Rottenburg Carnival. Atom secrets. Bob-sled race.

UNIVERSAL NEWS, No. 535 — Dead Monarch mourned. Floods in France, *USS Intrepid*. Billiard star. Dog show. "Brotherhood Week."

WARNER PATHE NEWS, No. 54—The King comes home. Round the clock fashions. Song opens "Brotherhood Week."

Vance Heads Ohio Film Buying Group

Cincinnati, Feb. 17. — Willis Vance was elected president of the Theatre Owners Corp., a buying, booking and theatre service organization for the Ohio, Kentucky and West Virginia area, at the annual meeting of stockholders held here.

Other officers elected were: Charles W. Ackerman, first vice-president; Maurice Chase, second vice-president; Louis Wiethe, treasurer; Herman Hunt, secretary; Rex A. Carr, general manager and assistant secretary-treasurer.

Completing the list of directors are: John Hewett, Bethel, O.; Elstun Dodge, Mt. Washington, O.; Mrs. M. M. Weinig, Cincinnati; Manny Marcus, Indianapolis; Jerome Kunz, Cincinnati; Sante Macci, Greenville, O.

'Good Housekeeping' To Recommend Films

Effective with its March issue, *Good Housekeeping* is extending its motion picture reviewing service to include a new feature titled "Recommendations of the Month."

Recommended pictures will break down into three categories, embracing films endorsed for adults, children and the whole family. Walt Disney Productions walks off with the children's recommendations for March with "Snow White and the Seven Dwarfs," "Olympic Elk" and "Lambert the Lion." Recommended for adults are "Death of A Salesman," Columbia, and "The African Queen," United Artists. For the whole family the recommendations are "The Greatest Show on Earth" and "Sailor Beware," Paramount; "Bend of the River" and "Battle of Apache Pass," Universal-International.

Ruth Harbert, who conducts "Assignment in Hollywood," will handle the new department.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter. Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

An honor that will echo through the world

CHRISTOPHER AWARDS

for M-G-M's

QUO VADIS

The record-breaking reception by the public confirms the newest tribute that has been bestowed on M-G-M's immortal Technicolor triumph. The 1952 Christopher Medal, together with a $10,000 Award, the largest offered in the world today for a motion picture, is presented to "Quo Vadis" for the inspiration and hope it provides a vast audience and because "this outstanding work is living proof of the power of creative art, under God, to change the world for the better." Sharing this unique honor and receiving the Christopher Medals are Director Mervyn LeRoy, Producer Sam Zimbalist and Screen Play writers John Lee Mahin, S. N. Behrman and Sonya Levien.

Arbitration

(Continued from page 1)

posed arbitration plan will be mailed to distributors "early this week" by Abram F. Myers, Allied general counsel, who makes his headquarters in that city.

The next move, Allied has said, will be up to the distributors—to call an all-industry arbitration conference, meet further with Allied, or just forget about the whole matter.

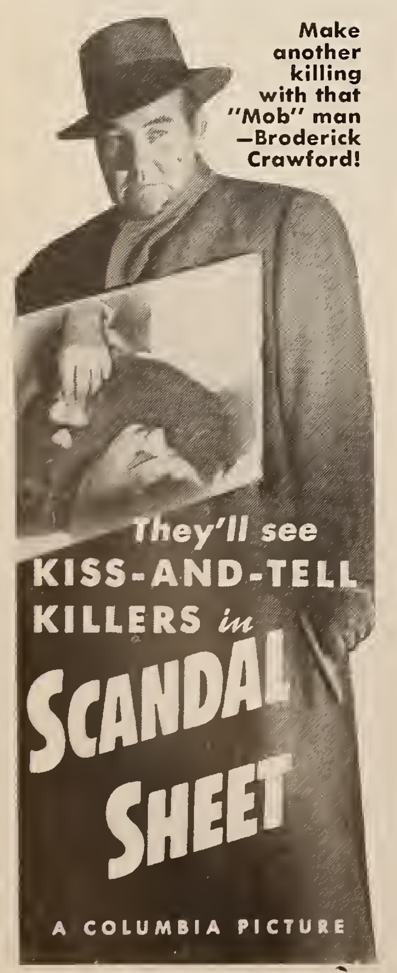
Myers, a member of the Allied arbitration committee, will be here for the COMPO meetings. Wilbur Snaper, Allied president, who makes his headquarters in New York and who also is a committee member, will be a COMPO delegate. Other Allied committee members who are due to attend the COMPO sessions are Trueman T. Rembusch of Indiana, Nathan Yamins of New England, and Jack Kirsch of Illinois.

Painters Local 644 Disbands on Coast

Hollywood, Feb. 17.—Motion Picture Painters Local 644, which spearheaded the 1945 studio strike, over the weekend surrendered its records to Painters Brotherhood International headquarters in Lafayette, Indiana, and disbanded.

Herbert K. Sorrell, business agent since 1937, and leader of the 1945 strike as Conference of Studio Unions head, and whose ouster ordered by the international some time ago Local 644 had refused to accept, will enter the private painting business.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.



NARTB Appoints Five-Man Video Code Review Board

Washington, Feb. 17.—The TV board of the National Association of Radio and Television Broadcasters has approved a five-man review board to interpret its new TV standards code, which goes into effect March 1.

Meeting in Bandera, Texas, the board also approved a plan for financing administration of the code and a first-year operating budget of $40,000.

The review board, which will act as a preliminary hearing group in considering complaints that specific TV programs and advertising practices violate the code, includes the following:

Fetzer Chairman

John E. Fetzer, owner of TV station WKZO-TV at Kalamazoo, who will be chairman; J. Leonard Reinsich, vice-president, WSB, Altanta; Mrs. Scott Bullitt, owner of KING-TV, Seattle; Walter J. Damm, vice-president and general manager, WTMJ-TV, Milwaukee, and E. K. Jett, vice-president and general manager of WMAR-TV, Baltimore.

Under the financing plan, each subscribing TV station will pay $520 a year. If it is an NARTB member, $250 of this will be credited against NARTB dues, leaving $270 for defraying code administration.

The NARTB said it expected the four major TV networks, all members of the association, to "assist substantially in defraying administration cost."

The amount to be paid by stations and networks will probably be reduced in proportion to the number of stations subscribing, it was reported. For example, NARTB said, if 90 per cent of the nation's TV stations subscribe, the dues could be cut to $405 a station, with $250 credited against dues payment.

Partmar Refuses

(Continued from page 1)

erick Ford had asked them to appear and was refused, but he pointed out that FCC can subpoena. The five companies had sought to intervene in the proceeding but the Commission turned them down before the hearing started.

Wanted in the Record

Last week, however, FCC hearing examiner Leo Resnick said he wanted in the record information on the effects of Paramount's pre-1948 trade practices on independent exhibitors.

Hardy said his clients felt the showing they would make as witnesses would not compare with the showing they could make as parties and would be "inadequate and incomplete."

Legion Report Puts 3 in Class C, 2 in B

The latest report of the Legion of Decency places three films in Class C (Condemned) and two in Class B.

The three in Class C are: "Lover's Return" (French): "The Raven" (French), and "Women Without Names" (Italian), all distributed by Lopert Films. The two in Class B are "Rashomon" (Japanese), RKO, and "This Woman Is Dangerous," Warner.

'Good Faith'

(Continued from page 1)

the Federal Trade Commission and the Department of Justice. Weisl explained the reason for the growth of the practices, indicated that industry counsel had considered them legal up to the time of the Supreme Court decision and declared that the fact that there had been court decisions against Paramount "didn't mean we were rascals intentionally breaking the law."

Cited Two Instances

Asked whether the Paramount board was informed of theatre acquisitions, Weisl said that the acquisition of particular theatres was "within the knowledge of the officers" and that the board would know about such acquisitions only "to the extent to which the officers reported them." He explained that Paramount believed it had exercised its right to acquire theatres "with restraint," and cited two instances where the company had not bought "beautiful and profitable" chains which were offered to it for sale.

Questioned about selling the company's pictures for use on television, Weisl repeated statements made by previous Paramount witness, to the effect that he was in favor of doing so when television could pay enough for the pictures and it was "economically feasible" to sell them. He said he would not vote in favor of making Paramount's film library available to its Los Angeles television station, KTLA, nor to International Telemeter, Inc.

Approached by Zenith Man

He would make films available to Telemeter for an experiment, he said. Weisl, who is also a director of Madison Square Garden, said the board of the Garden had been approached by a Zenith representative, who asked if the board would give rights to Garden sports events for subscriber television broadcasts. The Garden "held the request in abeyance," he said, because it "just wanted to see what would happen" when the television station freeze was lifted.

Y. Frank Freeman, Paramount production head, who was supposed to take the stand today, will be Monday's first witness.

FCC Witness List

(Continued from page 1)

those testifying on company theatre plans and proposals.

The remaining new witnesses will give additional testimony on programming for theatre television. They include: Cecil B. DeMille, Darryl F. Zanuck, Y. Frank Freeman, William Goetz, Walton Ament, Peter Levathes, Ray Klune, George Murphy, Ronald Reagan, Bryan Foy, David Butler, Mary McCall, Larry Wooding, Wellsboro, Pa., exhibitor, and Robert Selig, Chancellor of the University of Denver. O'Connor will also testify on programming, it was stated.

$6,317 for 'Zapata'

Miami, Feb. 17.—An aggregate robust gross of $6,317 was chalked up on the three-theatre opening of 20th Century-Fox's "Viva Zapata" at the Caribu, Miama and Miracle. The gross was described as the best opening day's business in the three theatres this season.

Unemployment Hits Hard at Detroit Theatre Business

Detroit, Feb. 17.—Unemployment, not television, has been slashing attendance in Detroit theatres.

As civilian production is cut down for lack of essential materials, more Detroiters are laid off and fewer show up at the box-office.

Much talked about defense contracts are slow to appear on the Detroit scene. What help they will bring to Detroit employment is for the most part in the future because of "lead time" required to get into production.

Although the entertainment dollar is among the first to be cut off, merchants and businessmen here of every type are finding conditions increasingly difficult.

A few name attractions are still doing good despite the general decline. But those are the exceptions to the general trend.

2 Negro Houses Closed

Two Negro houses closed in the past few weeks because of the unemployment situation. The Paradise, operated by the Cohen circuit which has five other houses here and in Lansing, Mich., has been sold for over $200,000 to a Negro religious group for use as a church. This is the second Negro house sold for church purposes. The other was the Purcell.

United Detroit Theatres failed to draw crowds even with its usually reliable stage show policy. They tried cartoon shows especially for the youngsters which did somewhat better. UDT's 2,400-seat Riviera is currently doing a nice Saturday business with cartoon matinees.

Many of the independents are merely hanging on for warmer weather which usually brings a revival after the low late winter ebb. But they are being hit hard by higher prices and labor costs. The 15 per cent boost in Film Truck Service rates has been particularly hard on upstate independent exhibitors. Suit has been brought by Allied Theatres of Michigan and Butterfield Theatres of Michigan against Mrs. Gladys Pike, president of the truck service, to knock down the increase.

A.T. & T. Rushes New Home TV Facilities

Efforts are being made by the American Telephone and Telegraph Co. to expedite extension of network television facilities to provide service to Miami, New Orleans, Houston, Dallas, Ft. Worth and Oklahoma City early in July, in time for the forthcoming national political conventions.

Originally scheduled for the "last half of 1952" the network additions are being rushed to meet the earlier date.

WFA to Distribute Films for Television

World Film Associates, Inc., New York production and distribution firm headed by J. H. Seidelman, former head of Universal-International Films, is launching a television distribution setup to handle top-quality foreign features for TV.

WFA says in some instances it will premiere new films on TV even prior to theatrical release.

TV Station Bids Increase to 415

WASHINGTON, Feb. 17.—Despite a request by the Federal Communications Commission that applications for new television stations be held off until the TV freeze is lifted, the number of applications rose from 351 as of June 30, 1950 to 415 as of June 30, 1951.

Annual Report

This was revealed in the Commission's annual report for the 12 months ending last June 30 when 107 TV stations were on the air, the Commission said. These stations covered 63 cities and metropolitan areas with a population of approximately 87,000,000 people in 43 states. A 108th station started operating Sept. 30, and a 109th station has been authorized but is not yet operating.

Lewis Is Named

(*Continued from page* 1)

industry in 1939 in the advertising-publicity-exploitation department of Warner Brothers. He joined 20th Century-Fox after completing Army service, becoming special assistant to the director of advertising, publicity and exploitation before moving to the Greenthal Agency.

To Demolish House Here

The City Theatre here, 14th Street house owned by City Theatres Co., will be closed March 1 in preparation for its proposed demolition to make way for a 125-car parking lot.

Hits Films' 'Reds' Policy

(*Continued from page* 1)

hearings. Some further hearings on the film industry still are to be held, the report indicated.

The report then notes that the 1947 hearings resulted in identifying 10 persons associated with the industry as Party members, and that when these 10 refused to answer questions on the subject, all were cited for contempt and given jail sentences. During the 1951 hearings all 10 were again identified as Party members, the report added.

Committee Hoped

"It was the hope of the committee, after having conducted the 1947 hearings, that the motion picture industry would accept the initiative and take positive and determined steps to check Communism within the industry," the lawmakers said. "Unfortunately, however, spokesmen for the industry persisted at that time in painting an unrealistic picture of Communism in Hollywood, and some, at least, would have had the American public believe there was no such thing as organized Communism in the motion picture industry.

"The committee's hearings in 1951 resulted in the identification of more than 300 persons associated with the industry as members of the Communist Party. There were varying opinions given by witnesses as to the success of the Communists in influencing the content of motion pictures. The fact was evident that such efforts were made."

The committee added that it realized that the vast majority of entertainers and workers in the entertainment field were "patriotic and loyal Americans," but said the "flow of money to Communist coffers which comes from those who are disloyal must be stopped." It estimated that four Communist-front organizations in California had received approximately $1,000,000 from employes of the film industry.

The committee admitted that the industry had been more cooperative in the 1951 hearings than in the 1947 investigation.

At another point, the committee said that "if the same number of Communists existed in every segment of American life as in the case of Hollywood motion picture writers during past years, the U. S. would be in a precarious position."

Emphasized Films' Impact

The report emphasized the important impact of motion pictures on the American public, and said the same is true of television. "The committee hopes that its investigation of Hollywood will have a far-reaching effect and prevent a large-scale future Communist infiltration of the television industry," the report said. "It is logical to assume that the Communists will endeavor to infiltrate television on a large scale because it is rapidly becoming an important entertainment medium."

Pathe's 'Lab'

(*Continued from page* 1)

versal productions, a number of films for television and various short subjects including some produced by the Army and the Navy. The source of such interruption would be the refusal of members of the "IA" Laboratory Technicians Local No. 702 to cross a picket line formed by the "white collar" unionists.

Contract Expired

Russell M. Moss, executive vice-president of Local H-63, said a strike is contemplated because the company "failed to bargain in good faith." Negotiations based on the union's bid for a 10 to 12 per cent wage increase began last Aug. 31 when the previous contract, which ran for two years, expired. The company has flatly refused to increase wages, has demanded elimination of a union shop, and has sought to bind the employes to the Taft-Hartley Law whether or not it is repealed, according to Moss.

Two years ago, prior to the negotiation of the contract which recently expired, the Pathe "white collar" workers struck, forming a picket line which laboratory technicians refused to cross. That strike lasted about one hour, the company having decided immediately following the walk-out to accede to the union's contract demands.

Bellamy at ATS Meet

Ralph Bellamy will be guest speaker at the American Television Society luncheon on Feb. 28 at New York's Hotel Roosevelt, Julius F. Seebach, Jr., president has announced.

PARAMOUNT
TRADE SHOWS
Feb. 7 thru Mar. 3, 1952
• • •
ALAN YOUNG · DINAH SHORE
and ROBERT MERRILL
in
A PERLBERG-SEATON Production
"AARON SLICK
FROM
PUNKIN CRICK"
with
Adele Jergens · Minerva Urecal
Martha Stewart
Color by TECHNICOLOR
Produced by
WILLIAM PERLBERG and GEORGE SEATON
Direction and Screenplay by CLAUDE BINYON
Based on the play by Walter Benjamin Hare

CITY	PLACE OF SCREENING	DATE		TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	WED.	FEB. 20	2 P.M
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-307 S. Church St.	WED.	FEB. 20	10 A.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 So. Michigon Ave.	WED.	FEB. 20	1:30 P.M.
CINCINNATI	CAPITOL THEATRE	THURS.	FEB. 21	
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 E. 23rd St.	WED.	FEB. 20	8:15 P.M.
DALLAS	MAJESTIC THEATRE	WED.	FEB. 20	
DENVER	DENHAM THEATRE	TUES.	FEB. 26	
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Ave.	WED.	FEB. 20	2:30 P.M.
JACKSONVILLE	FLORIDA THEATRE SCREENING ROOM, Florido Theotre Bldg.	WED.	FEB 20	2 P.M
KANSAS CITY	PARAMOUNT THEATRE, 1114 Moin St.	THURS.	FEB. 21	
LOS ANGELES	PARAMOUNT PROJECTION ROOM, 1613 W. 20th St.	WED.	FEB. 20	1:30 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 South Second St.	WED.	FEB. 20	12:15 Noon
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 No. 8th St.	WED.	FEB. 20	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	WED.	FEB. 20	2 P.M.
NEW HAVEN	PARAMOUNT THEATRE	MON.	MAR. 3	
NEW YORK	LOEW'S LEXINGTON, 51st St. & Lexington Ave.	TUES.	FEB. 19	
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 So. Liberty St.	WED.	FEB. 20	2:30 P.M.
OKLAHOMA CITY	HARBER THEATRE	MON.	FEB. 18	
OMAHA	PARAMOUNT PROJECTION ROOM, 1704 Dovenport St.	WED.	FEB. 20	1 P.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th St.	WED.	FEB. 20	2 P.M.
PITTSBURGH	STANLEY THEATRE	TUES.	FEB. 19	
PORTLAND	PARAMOUNT PROJECTION ROOM, 909 N.W. 19th Ave.	WED.	FEB. 20	2 P.M.
ST. LOUIS	MISSOURI THEATRE	WED.	FEB. 20	
SALT LAKE CITY	CENTER THEATRE, Solt Loke City	MON.	MAR. 3	
SEATTLE	PARAMOUNT THEATRE	MON.	FEB. 25	
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H. St., N.W.	WED.	FEB. 20	2:30 P.M.
	ALREADY TRADE SHOWN IN THESE CITIES			
ATLANTA	FOX THEATRE, Atlonta	THURS.	FEB. 7	
BOSTON	METROPOLITAN THEATRE	TUES.	FEB. 12	
BUFFALO	PARAMOUNT THEATRE	THURS.	FEB. 14	
DES MOINES	INGERSOLL THEATRE	MON.	FEB. 11	
INDIANAPOLIS	CIRCLE THEATRE	FRI.	FEB. 15	
SAN FRANCISCO	PARAMOUNT THEATRE	MON.	FEB. 11	

Motion Picture Daily Feature Reviews

"The Treasure of Lost Canyon"

(Universal-International)

OUT OF Robert Louis Stevenson's story, "Treasure of Franchard," producer Leonard Goldstein has fashioned a satisfying piece of family entertainment. The adventure, about an orphaned boy and a fabulous treasure, is in color by Technicolor with a cast headed by William Powell, Rosemary De Camp and Tommy Ivo.

Powell plays an eccentric country gentleman and Jack of all trades. A homeless, taciturn youngster crosses his path, and Powell, with the agreement of his wife, Miss DeCamp, decides to adopt the lad. Quite a history preceded the boy, including a stint with a trio of phony medicine peddlers, who taught him the refined art of stealing.

One day on an outing the boy comes across a hidden tunnel and inside discovers a fabulous treasure. Suddenly rich, Powell goes out on a grand spree. The boy, however, takes a previous statement of Powell's that money corrupts literally and forthwith dumps the treasure deep into a waterfall. To further aggravate matters, his carelessness causes Powell's house to catch fire.

The screenplay, by Brainerd Duffield and Emerson Crocker, has Henry Hull play the sly villain whose selfish manipulations caused the boy to go through a series of hardships. By the finale it is established that the boy was actually the son of Powell's brother.

The ending is a happy one and one of the factors leading to it is the retrieving of the treasure from its watery grave. Others in the cast are Charles Drake and Julia Adams, neighbors of Powell. The latter is always pleasant to watch and he turns in an engaging performance. Ted Tetzlaff directed.

Running time, 81½ minutes. General audience classification. For March release.

Mandel Herbstman

"Road Agent"

(RKO Pictures)

TIM HOLT'S usually large-sized Western-film audience will particularly applaud his "Road Agent" production, for its rapid action, brisk gunplay and better than usual tale, well directed, and produced with satisfaction, by Lesley Selander and Herman Schlom, respectively. Norman Houston wrote the story, which makes Holt and his pal, Richard Martin, a pair of "Robin Hoods" who save the cattlemen of Trail City from Mauritz Hugo, a wily cattle buyer who has purchased surrounding lands in order to place prohibitive tolls on all roads over which the cattlemen must drive their herds on their way to market.

Tim and Martin hold up Hugo to get back what they feel is an overcharge on the toll. Inadvertently, they take all of Hugo's money, which runs into many thousands. They turn it over to the harried cattlemen to pay the tolls, thus actually returning the money to Hugo while doing a service to the cattlemen. Hugo's hold on the town later is broken when he moves outside the law to keep the cattlemen from getting to market and is nabbed in the process by Tim, Martin and the sheriff.

The story moves swiftly and logically at all times, building to a gun-blazing climax when the two Robin Hoods are cornered in a mountain cabin by Hugo and his men. It breaks with tradition when Holt goes into a clinch with Noreen Nash, daughter of one of the cattlemen, at the fadeout.

Others in the cast are: Dorothy Patrick, Bob Wilks, Tom Tyler, Guy Edward Hearn, William Tannen, Sam Flint, Forbest Murray and Stan Blystone.

Running time, 60 minutes. General audience classification. Release date, not set.

"The Small Back Room"

(Archer-Snader)

WITH Britain-at-war as background, this film endeavors to demonstrate that a man faced with severe physical and emotional problems can lick his situation if he develops the inner strength to do so. But the premise is met unsatisfactorily because of a strange mixture of story lines which get hopelessly tangled.

David Farrar plays a British scientist busy on secret projects. The strain of war is heightened by a psyhical disability which doctors meet by preprescribing drugs. Sometimes they help and then again they do not whereas Farrar finds antidote and comfort in straight Scotch. Thus, the contest is between the drugs, which are authorized, and the liquor which is not. It is Kathleen Byron, Farrar's romance, who does most to keep him away from the liquor and a growing program of self-pity. They quarrel and he goes for the Scotch.

Meanwhile, the Germans have been dropping a mysterious bomb on England. Farrar gets the assignment of disassembling it for study. In carrying off the task successfully, he also finds himself and licks his emotional difficulties.

The film is based on a novel by Nigel Balchin and a script by Michael Powell and Emeric Pressburger, who also produced and directed. It is an unsatisfying mixture of various story elements, including mystery, psychiatry and suspense. Very good is the long sequence on the lonely beach when Farrar neutralizes the bomb. This outdoes by far the rest of the film with its unexpected shift into a "Lost Weekend" routine. What happens is all part of the same film, but portions are so loosely joined that the relationship becomes strained. The principals are competent and are thoroughly believable when the film allows them to be.

Running time, 90 minutes. Adult audience classification. Release date, not set.

"The Belle of New York"

(M-G-M)

THE springboard for this latest and lavish M-G-M musical is the gaslight era when waiters sang, women were shy, men both bold and gallant, and Currier and Ives illustrated the scenery and also were part of it. Fred Astaire and Vera-Ellen are the co-stars, singing and dancing an array of tunes by Harry Warren and Johnny Mercer.

When the stars are on their agile pins, "The Belle of New York" gets away from its lethargic and dull story, takes on verve and life and is something of a delight to watch. There is, for instance, Astaire doing an inimitable and vastly entertaining routine on top of the arch in Washington Square; Vera-Ellen doing a perfectly charming song-and-dance number when the story calls for her to try her hand at the *femme fatale* business; another in which both of them bring to life a series of Currier and Ives prints which follow the seasons of the year; and a fourth in which they sing and dance in and around a horse car.

But the story which has the irresponsible Astaire pursue the mission worker and the romantic booby traps which block their path to romantic bliss is doleful and dull. In fact, it merely bridges and sets the stage for their routines. No matter how it is approached, any discussion of this musical must get back to those musical numbers which are so good that all else is completely outdistanced. Astaire, of course, continues to be quite wonderful but never far behind, if indeed she is, is the graceful and personable Vera-Ellen. They make a team which is on the wonderful side of the ledger.

The attraction is based, according to the credits, on a play by Hugh Morton and adapted for its current purpose by Chester Erskine. Robert O'Brien and Irving Elinson wrote the screenplay, but the production departments that count in this effort are the individuals like Robert Alton who staged and directed the musical numbers; Warren and Mercer who wrote a pleasant, but undistinguished, score; Cedric Gibbons and Jack Martin Smith, the art directors; Robert Planck who handled the Technicolor camera and, by all odds, Warren Newcombe and Irving G. Ries who accomplished interesting effects in trick photography.

Arthur Freed produced and Charles Walters directed. Others in the cast include Marjorie Main, Keenan Wynn and Alice Pearce.

Running time, 82 minutes. General audience classification. Release date, February, 1952.

Red Kann

"Colorado Sundown"

(Republic)

REX ALLEN employs his prowess and skill against a brother-sister combination out to gain control of rich timberlands by pretending the trees are infested with bark beetles. The villains are Fred Graham and June Vincent who have been willed one-third of a huge estate. Sharing the other two-thirds of the property are Slim Pickens and pretty Mary Ellen Kay.

The villains first kill a forest ranger and then put a long-lost brother to work in the guise of the ranger. In this fraudulent disguise he condemns trees and makes the ranchers sell out at a ridiculously low price. Among other activities of the villains is the habit of giving their opponents poisonous tea.

The screenplay by Eric Taylor and William Lively has more plot involvements than is customary in the average Western. There is, however, the normal amount of gunplay and hard riding. For a time Allen finds himself in hot water, especially when he is accused of the murder of one of the "tea" victims. By the finale everything is cleared up in true Western tradition. On hand with an occasional song are the Republic Rhythm Riders. Edward J. White was associate producer and William Witney directed.

Running time, 67 minutes. General audience classification. Release date, Feb. 8.

M. Herbstman

"The Magic Garden"

(Swan Film-Mayer-Kingsley)

SIMPLICITY, charm and a nice balance in good humor recommend this film for art theatre audiences. "The Magic Garden" is a folk tale about a group of Afrikaans who live in doubtful splendor in a suburb of Johannesburg.

Produced and directed by Donald Swanson in South Africa with a nonprofessional Negro cast, it does not have the polish of a fully-rounded professional attraction, yet this turns out to be one of its major assets.

The simple story deals with the theft of 40 pounds from a church to which the money eventually returns but not before it touches and alters the lives of those with whom it establishes contact. A poor widow and her children are aided, a young couple finds marriage, a greedy money-lender and an avaricious storekeeper are taught a lesson and the thief is caught by the law. Throughout is heard the captivating music of Willard Cele, who plays a wood instrument known as a pennywhistle, and solos and chorals by the players in their tribal dialects and in English.

It is not without possibility that some Negro groups here may be offended by the naivete and simple childishness attributed generally to the cast. They may take the position that emphasis on backwardness and superstitution, regardless of how accurately they agree with the facts, is a reflection on the whole race.

Running time, 63 minutes. General audience classification. Release date, not set.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 34 NEW YORK, U. S. A., TUESDAY, FEBRUARY 19, 1952 TEN CENTS

WB Reports Quarter Net Of $2,605,000

Increase of $792,000 Over 1951 Report

Warner Brothers Pictures, Inc. and subsidiary companies report for the three months ending Dec. 1, 1951 a net profit of $2,605,000, after provision of $2,500,000 for Federal income taxes.

The net for the three months ending on Nov. 25, 1950 amounted to $1,813,000, after provision of $2,000,000 for Federal taxes and after provision of $200,000 for contingent liabilities.

Included in the operating profit for the three months ending Dec. 1, 1951 is a profit of $935,000 from sales of capital assets, before provision for Federal taxes, which compares with a corresponding profit of $167,000 for the three months ending Nov. 25, 1950.

The net for the 1951 three months

(*Continued on page 3*)

'Greatest' at Hall Sparks NY Grosses

Bad weekend weather deflated Broadway grosses somewhat this week, but such attractions as "The Greatest Show on Earth," "A Girl in Every Port," "Phone Call from A Stranger" and "Quo Vadis" did well.

Another fairly good grosser is "Viva Zapata" at the Rivoli which expected to hit a nice $36,000 for its second week.

At the Radio City Music Hall, an

(*Continued on page 3*)

Edit U.K. Films Here To U. S. Tastes

Final versions of many J. Arthur Rank productions being released in the U. S. are being determined by American preview audiences in New York, Michael Truman, Rank producer, reported here yesterday upon his arrival from England. He will edit while here "Ivory Hunter," Universal-Interna-

(*Continued on page 3*)

'Red' Charges By House Group 'Unfair': Johnston

WASHINGTON, Feb. 18.—The House Un-American Activities Committee's criticism of the motion picture industry for what it charged was a failure to take steps "to check Communism within the industry" after the Committee's 1947 hearings, was termed "misleading and unfair" by Eric Johnston, Motion Picture Association president, in a statement issued at the weekend.

Johnston's statement was addressed to two points in the committee's report; one, that the industry "has failed to take positive and determined steps to check Communism in Hollywood," and that efforts were made by Communists to influence the content of motion pictures.

Terming the first point "untrue," Johnston said: "As a matter of fact the motion picture industry has taken many positive and determined steps against Communism and Communists.

"For example the Committee knows that leaders of the industry voluntarily agreed in a statement of policy in 1947 that they would not knowingly employ Communists. This policy has been ad-

(*Continued on page 6*)

RKO, 20th-Fox Seek New Trial of Scott, Lardner Pay Suit

HOLLYWOOD, Feb. 18.—Counsel for RKO Pictures and 20th Century-Fox took their first steps today toward seeking a new trial of the consolidated suit by Adrian Scott, producer, and Ring Lardner, Jr., writer, for $90,000 allegedly due them under the employment contract terminated by the studios after the two had refused to answer questions of the House Un-American Activities Committee.

Just as that committee in Washing-

(*Continued on page 6*)

TV Effect on UK Grosses Nil: Eckman

Although 70 per cent of England is now covered by television, it has had practically no effect on theatre business, Sam Eckman, chairman and managing director of Metro-Goldwyn-Mayer Pictures, Ltd., declared yesterday.

Eckman, who is here on a visit from England, explained that worthwhile pictures are doing as well as before, but lesser films are suffering.

Gross box-office receipts for the year of April 1950 to April 1951 were 36,260,000 pounds, compared to 36,970,000 pounds for the same period in the previous year, he said.

M-G-M production in England this

(*Continued on page 7*)

Finske Joins UPT's Florida State Unit

JACKSONVILLE, FLA., Feb. 18.—The appointment of Louis Finske, former president of Penn Paramount Corp., a United Paramount Theatres affiliate at Wilkes-Barre, to Florida State Theatres, another UPT affiliate, was announced here today by Leon Netter, Florida State head.

Sees No '51 Films on TV for Three Years

WASHINGTON, Feb. 18.—Y. Frank Freeman, Paramount Pictures production head, said today he "seriously doubts that the pictures we made in 1951 can be on television for the next three years."

Testifying in the Federal Communications Commission's Paramount hearing, Freeman explained that they could only be on television if "the sum offered is greater than the negative could bring from any other source."

The hearings recessed today, after the completion of Freeman's testimony, to pick up again Wednesday when Austin C. Keough, Paramount

(*Continued on page 7*)

Fabian Toastmaster At Variety Luncheon

S. H. Fabian, head of Fabian Theatres, will be toastmaster at the annual induction luncheon today of the Variety Club of New York, Tent No. 35, at the Hotel Astor. Industry leaders from all over the country will be on hand for the event which will honor

(*Continued on page 7*)

COMPO Sets A 20-Topic Parley Agenda

Depinet, Robbins, Mayer Reports Due Tomorrow

Twenty items of business, including admission taxes, "Movietime" projects and election of officers and financing, have been put on the agenda for the Council of Motion Picture Organizations' two-day annual meeting which will open here tomorrow at the Hotel Astor.

Additionally, there will be presented tomorrow a report by Ned E. Depinet, COMPO president; a treasurer's report which will be read by George Dembow for COMPO treasurer Herman Robbins who is vacationing in Florida, and a report by Arthur L. Mayer, COMPO executive vice-president.

Tomorrow's meetings of the COM-

(*Continued on page 7*)

Delay in Theatre TV Hearings Seen

WASHINGTON, Feb. 18. — Another postponement in the start of the Federal Communications Commission theatre television hearings is almost certain, Commission officials believe.

The hearings are now slated to start March 10. That date was based largely on the assumption that the Commission would have out by the end of February its decision lifting the television freeze and making city-by-city

(*Continued on page 7*)

Foreign Topics Top '51 Reel Coverage

Nearly half of the newsreel topics presented on the nation's screens in 1951 dealt with various aspects of the foreign scene, thereby reflecting the growing impact of international events on the lives of Americans, the Motion Picture Association of America declared. A research department an-

(*Continued on page 6*)

HUMPHREY KATHARINE
BOGART · HEPBURN
Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR

UA's "THE AFRICAN QUEEN" IS THE DAY'S BIG NEWS!

TOMORROW
CAPITOL THEATRE
N.Y.C.

New Lighting Plan For Para. Studio

Washington, Feb. 18.—Paramount Pictures has a new lighting method ready to use at its studios, production head Y. Frank Freeman said here today.

Although material and supplies have not been available to put the system into use as yet, Freeman said, he believes he has accomplished what he wanted in a "five-year fight" to change the quality of the studio lighting. The new system didn't have any name, he stated, but could be called the "Freeman special." He hopes to give it to anyone who wants it, he added.

Amend Para. Decree For Fla. Situation

WASHINGTON, Feb. 18.—The Paramount consent decree has been amended to cover a changed situation in St. Augustine, Fla., Justice Department officials said.

Under the original decree, United Paramount Theatres was to sell one of its two theatres in St. Augstine. Under the amendment, one theatre can be torn down or converted to non-theatrical use, instead of being sold. With respect to the other theatre, UPT must for five years take a product limitation if there is in the city an independent with a suitable theatre who wants first-run pictures.

Justice officials emphasized that unlike other consent decree provisions, there does not have to be a finding that the independent tried to get the pictures but could not; the only conditions are that he have a suitable theatre and want the pictures. Officials indicated a drive-in would be considered "suitable."

Events to Highlight 'About Face' Opening

NASHVILLE, Feb. 18.—The personal appearances of Eddie Bracken, Dick Wessen, Virginia Gibson and Phyllis Kirk and the world premiere showing of Warner Brothers' color in Technicolor musical, "About Face," in which they star with Gordon MacRae, will highlight the opening ceremonies of the new Tennessee Theatre here on Feb. 28.

A series of special events will precede the premiere. Involved in the events will be the governor and many other dignitaries.

Frank R. Heiderich

NEW ORLEANS, Feb. 18.—Frank R. Heiderich, 67, pioneer New Orleans theatre owner, died at Baptist Hospital on Feb. 14. He had been ailing for several years. He is survived by his widow, a brother Henry F. and a sister, Augusta, all of New Orleans.

The need for copper scrap is urgent.
SAVE THOSE COPPER DRIPPINGS.

Personal Mention

B. G. KRANZE, executive assistant to United Artists vice-president WILLIAM J. HEINEMAN, became a grandfather last Friday when his daughter-in-law, MRS. DONALD KRANZE, gave birth to a girl at Women's Hospital here.

•

ELLIS G. ARNALL, SIMPP president, who has been named U. S. Price Stabilizer, will appear next Sunday on NBC-TV's "Meet the Press Program." Air travel difficulties between Atlanta and Washington made it impossible for him to appear on the program last Sunday as originally scheduled.

•

WALTER BRANSON, Western division sales manager for RKO Radio, and WILLIAM ZIMMERMAN, sales executive, left here yesterday by train for Chicago.

•

HENRY HENIGSON, who has been on special assignment for M-G-M, has returned here from England and today will head for the Coast.

•

EDWIN W. AARON, 20th Century-Fox assistant general sales manager, and MARTIN MOSKOWITZ, New York State division manager, left here last night for Buffalo. AARON will continue on to New Haven and Boston, returning here late in the week.

•

SIR PHILIP WARTER, chairman of Associated British Pictures Corp., this week will leave here for Washington, from where he will go to the Coast. He will return here on March 9, and shortly thereafter will return to England.

•

PAUL RAIBOURN, vice-president of Paramount Pictures, will speak at the East Side Forum on Public Affairs at the Fellowship Hall here this evening on the subject, "What is the future of the entertainment industry?"

•

ROTUS HARVEY, president of Western Theatre Owners, is here from San Francisco.

No WB Move to Amend the Decree

Spokesman for both the Department of Justice and Warner Brothers yesterday said that there has been no move by WB aimed at amending WB's consent decree which would permit one of the Warner brothers to remain with the new independent theatre company after the divorcement becomes effective in April, 1953.

A report, published elsewhere, that WB had made such a request to the Department, called for no comment beyond the denial, the Justice official said in Washington. In New York, a WB spokesman said that no recent conversations on amending the decree have been held. However, it was pointed out that WB has until April, 1953 to make such a move if it deems it advisable.

'McCall's' Has New Coverage on Films

The March issue of *McCall's Magazine*, on newsstands tomorrow, will introduce a new front-of-the-book feature, "McCall's Goes to the Movies" which will be a regular monthly addition to previous screen coverage. The section will consist of six columns, of which four are devoted to "The Greatest Show on Earth." M-G-M's "Invitation," Warner's "Room for One More" and 20th Century-Fox's "Phone Call from A Stranger" (based on a *McCall's* story), share the other two columns of space.

J. H. Corwin Services On Coast Today

LOS ANGELES, Feb. 18.—Funeral services will be held tomorrow, at Temple Israel, Hollywood, for J. H. Corwin, 69, veteran exhibitor, who died unexpectedly yesterday.

The deceased, father of Sherrill Corwin, and active in the latter's Metropolitan Theatres circuit, is survived also by two grandchildren.

Jaffe Honored for US Bonds Promotion

Leo Jaffe, Columbia Pictures' assistant treasurer, has received a special citation from the U. S. Treasury Department for outstanding achievement in promoting employee purchase of U. S. Defense Bonds through the payroll savings plan.

The citation was presented to Jaffe in Columbia's New York office by Sy Gruber, deputy director of the savings bond division in the New York area. In making the presentation, Gruber noted that Columbia has enrolled 343, or better than 75 per cent of its New York employes in the payroll savings plan.

Option for Purchase Of E-L Studios Ends

The six-month option which Bruce Eels & Associates of Hollywood held to purchase the Eagle Lion Studios on the Coast expired yesterday without being exercised, it was reported here by William C. MacMillen, Jr., president of Pathe Industries, which owns the studios. The sale price indicated in the option was $1,500,000.

Bruce Eels, head of the transcription firm bearing his name, attempted recently to promote a deal with Selznick Releasing Organization for acquisition of Selznick films for showing on television. The deal did not materialize, however.

Name Wren Phila. UPT Manager

Jay Wren, former publicity director of the Paramount-Adams interests in Newark and Paterson, N. J., has been appointed city manager of the three United Paramount Theatres in Philadelphia, Robert M. Weitman, UPT vice-president, announced here yesterday.

Wren will direct the activities of the Tower, Nixon and Roosevelt theatres, effective immediately.

Louisville Exhibitors See 1952 Upswing

Louisville, Feb. 18.—An informal survey among Louisville exhibitors and those out in the state indicates a general optimistic feeling that theatre business will return to much higher grosses during 1952. Business since the first of the year seems to be gradually climbing, and the feeling here is that it should steadily increase.

Waugh Elected Head Of 'IA' Local 702

George Waugh has been elected president of IATSE Laboratory Technicians Local No. 702 here in balloting that swept the entire administration slate into office. Waugh, who defeated Charles Voepel, presidential candidate of an independent faction, succeeds John J. Francavilla whom Richard F. Walsh, "IA" international president, drafted for the newly-created post of international representative of the IATSE's new radio-television department.

Other officers elected were Paul Press, secretary-treasurer, and Jack Rayner, executive board member. Waugh previously was secretary-treasurer.

Some 65 per cent of the votes cast in the contest for president were for Waugh, it was reported.

Francavilla was among the 18 administration candidates elected delegates to the IATSE international convention in Minneapolis on Aug. 4-8.

Release MOT One-Reeler

For the first time in 16 years, March of Time will release its first one-reel subject early next month, titled "Baptism of Fire." Phil Williams, March of Time theatrical sales manager, said bookings will be handled by March of Time, with "physical distribution" going through National Film Service. It will have an opening in Boston on Feb. 22.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

A GIRL IN EVERY PORT
An RKO Radio Picture starring
GROUCHO MARX
MARIE WILSON
WILLIAM BENDIX
in Person
GENE KRUPA
And His Orchestra
THE FOUR ACES
PHIL FOSTER
Extra
POLLY BERGEN
PARAMOUNT Times Square
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

National Pre-Selling

A FAR-REACHING tieup has been made between Paramount and *Retailing Daily,* a trade newspaper, in behalf of "The Greatest Show on Earth." A 16-page brochure in color, prepared by the newspaper, will be sent to more than 10,000 home furnishing manufacturers and advertising agencies. It will feature stills from the color in Technicolor circus film, plus new ideas for home furnishings inspired by the Cecil B. DeMille picture.

The premiere in Sarasota, Florida, winter quarters of the Barnum and Bailey-Ringling Brothers Circus, played to 7,452 more people than the total population of the city.

Dorothy Lamour, a star of the DeMille film, making her first in-person appearance in New York in more than 10 years, will open this week featured in the Roxy Theatre stage show, just a block away from "The Greatest Show on Earth" at Radio City Music Hall.

•

A tieup with Groucho Marx's radio and TV programs, "You Bet Your Life," and 3,000 Plymouth-DeSoto dealers has been made for the comedian's latest film, RKO Radio's "A Girl in Every Port," in which he co-stars with Marie Wilson and William Bendix. Mention of the film will be made on every show, and dealers will display posters calling attention to the co-starring vehicle, with Groucho leering appropriately at his feminine lead.

•

Worthy of welcome by the film industry is a special picture story in the current "American Number" of Vogue, *entitled "13 of Hollywood's Creative Brains," written by Allene Talmey and illustrating the honors deserved by George Stevens, the director of "A Place in the Sun," Loren L. Ryder, head of Paramount's sound department, George Antheil, composer of the music for "The Sniper," Barbara McLean, film editor of "All About Eve," Alfred and Elma Milotte, photographers of "Beaver Valley," Harold Stradling, photographer of "Streetcar Named Desire," Alex North, composer of music for "Death of A Salesman," and Stephen Busustow, Robert Cannon, Ray Sherman and T. Hee, the four who made "Gerald McBoing-Boing."*

•

Collier's for Feb. 23 hails Mitzi Gaynor as a "merry madcap" in a feature article written by Ezra Goodman, who is *Time's* new correspondent in Hollywood. The *Collier's* article tells how the Chicago-born ballet dancer broke into show business and says the "I Don't Care Girl" of films is well-nigh "irrepressible as the star of the new George Jessel production. The magazine carries a full-page, full-color picture of the young artist.

•

"Steel Town," Universal-International's exciting melodrama with color in Technicolor, which was filmed against the background of the Kaiser Steel Mills at Fontana, Cal., will open at the Palms Theatre in Detroit on March 13, launching one of the most comprehensive national promotions between a large industrial concern and a film company.

Walter Brooks

Review

"The Woman in Question"

(Rank-Columbia)

AS A MYSTERY THRILLER this British importation is mixture of sharp characterization and imaginative plot development presented in a modest production framework. It should prove highly satisfactory to the selective film-goer particularly.

It is a known fact that one person can be seen in the eyes of different people in conflicting outlines. This angle is worked out with entertaining cleverness in the film.

In the screenplay by John Cresswell, Jean Kent is found murdered. As the detective in charge of the case Duncan Macrae interrogates several people who were close to her and by flashback there come versions of Miss Kent that are in utter contradiction. Each flashback constitutes a little subplot in itself and director Anthony Asquith has kept the narrative development fluid.

Quite naturally, since Miss Kent is seen in various roles, she runs a full gamut of emotions and she comes off quite well. Her performance is matched by the completely credible and restrained role of Macrae. Slowly Macrae sifts through the welter of evidence and possibilities until with almost an inevitability he pins down the guilty strangler. His progression of movements, like putting together a giant jigsaw puzzle, makes an interesting adventure in melodrama. A. J. Arthur Rank presentation, it was produced by Teddy Baird. Others in supporting roles are Dick Bogarde, Susan Shaw and John McCallum.

Running time, 88 minutes. General audience classification. Release date not set.

Mandel Herbstman

To Present RC Plea In Five Newsreels

Featuring a one and a half minute Red Cross trailer stressing the theme of neighbor helping neighbor, the five major newsreels will present on Feb. 25 the 1952 Red Cross fund appeal for $85,000,000 in the nation's theaters.

Through the cooperation of the Council of Motion Picture Organizations, the campaign trailer was produced at 20th-Century Fox studios in New York and will be shown as a public service in theaters. This year the trailer is a capsule report of actual Red Cross activities as portrayed by a cast of Red Cross volunteers.

Arnall Is Confirmed; Johnston Sworn in

Washington, Feb. 18.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, was confirmed by the Senate today as the government's new Price Stabilizer. Confirmation was by a voice vote, with no "noes" heard.

Earlier in the day, Motion Picture Association of America, president Eric A. Johnston was sworn in as chairman of the President's International Development Advisory Board.

Edit U. K. Films

(Continued from page 1)

tional's release of the British Royal Command Performance picture with color in Technicolor, "Where No Vultures Fly."

Truman plans to test here "His Excellency," which he co-produced with Robert Hamer, and "Secret People," which co-stars Valentina Cortesa and Audrey Hepburn. This audience reaction testing of British pictures has been done in the past at the Sutton and the Trans-Lux 60th St. theatres in much the same manner as Hollywood productions are "sneak previewed" before final editing, according to Truman.

Many of the Rank presentations are being specially adapted for American exhibition while they are in production, Truman said, since certain expressions and various censorship approaches differ between the U. S. and British markets.

NY Arts High School Begins Film Studies

The opening session of a 15-week course, "The Motion Picture, An Educational Potential in the School and Community," will be held today in the auditorium of the High School of Performing Arts here. Dr. Franklin J. Keller, principal of the school, Miss Rita Hochheimer, assistant director in charge of visual education, will serve as co-ordinators.

Prof. Robert Gessner, chairman of the Motion Picture Department of New York University, will discuss "The Motion Picture As the 20th Century Art." Russell Downing, executive director of Radio City Music Hall will represent the Organization of the Motion Picture Industry under whose auspices the lectures are being conducted.

W. B. Quarter Net

(Continued from page 1)

is equivalent to 46 cents per share on 5,619,785 shares of common stock outstanding, the net for the corresponding period last year being equivalent to 26 cents per share on 6,821,600 shares.

Film rentals, theatre admissions, sales, etc., after eliminating intercompany transactions, for the three months in 1951 amounted to $29,558,000, compared with $27,926,000 for the corresponding period last year.

Based on the operations for December and January, it is estimated that the net for the second quarter, which ends March 1, 1952, will be substantially less than the net profit of $2,014,000 earned during the corresponding quarter last year.

As of last Dec. 1, the company had total current and working assets of some $68,056,315, against current liabilities of $36,033,513. Cash on hand totaled $25,086,502. Fixed assets were valued at $84,733,846, and total assets reached $164,339,708.

Change Hearing Date

Chicago, Feb. 18. — The Illinois drive-in anti-trust suit scheduled for hearing in Federal District Court here on April 28 has been put over to Sept. 29.

N.Y. Grosses

(Continued from page 1)

excellent $121,000 is seen for the sixth week of "The Greatest Show on Earth." While at the Paramount, which headlines Gene Krupa on stage, a healthy $63,000 is estimated for the opening week of "A Girl in Every Port."

The third and final inning of "Phone Call From A Stranger" at the Roxy is expected to hit a very satisfactory $60,000. "Five Fingers" bows there Friday with Dorothy Lamour heading the stage bill.

Still doing excellent business is "Quo Vadis" at the Astor with $24,000 seen for the 15th stanza. At the Mayfair, a good $33,000 is expected for the third week of "Sailor Beware."

"African Queen" bows in at the Capitol tomorrow, replacing "Lone Star," which is forecast to do a rather slow $22,000 for its third and final week.

At the Warner, "Retreat Hell!" will have its premiere there today, supplanting "The Big Trees" which did only a fair $12,000 in its final second week. "Death of A Salesman" at the Victoria is expected to gross a nice $12,000 for its ninth week, while a fair $16,000 is estimated for the second week of "When World's Collide" at the Globe. "On Dangerous Grounds" opened to a tepid $12,000 at the Criterion.

Among the off-Broadway houses, a fine $6,800 is seen for the 16th inning of "The Lavender Hill Hob" at the Fine Arts Theatre. "Cry, the Beloved Country" at the Bijou is forecast to do a nice $9,000 for its fourth week. The 24th week of "The River" at the Paris is expected to gross a healthy $9,000.

At the 72nd Street Trans-Lux, the first week of "Daughter of the Sands" is estimated for a slow $1,800, but a very good $8,500 is seen for the second inning of "The Magic Garden" at the 60th Street Trans-Lux. "Lady Possessed" at the Trans-Lux 52nd Street is forecast to rack up a nice $7,000 in its opening week.

Pull 'Red Skies' Loop Run

Chicago, Feb. 18.—"Red Skies of Montana," which was scheduled for a first Chicago showing at the RKO Palace will be released to outlying theatres without having had a first Loop run as a result of the Palace's dispute with the operator's union which has kept the theatre dark.

SWG Will Present Award to Buckner

Hollywood, Feb. 18.—Screen Writers Guild will present its coveted Robert Meltzer Award, for the film most ably depicting the American scene, to Robert Buckner for his "Bright Victory," at the Guild's annual awards banquet next Monday night at the Hollywood Palladium. Other awards are:

Albert Hackett and Frances Goodrich for the best American comedy, "Father's Little Dividend."

Alan Jay Lerner for the best American musical, "An American in Paris."

Harry Brown and Michael Wilson for the best American drama, "A Place in the Sun."

Samuel Fuller for the best story and screenplay produced for less than $400,000, "Steel Helmet."

THE BIGGEST PREM

CITY AFTER CITY FRO

OKLAHOMA CITY
THURSDAY NOV. 29
YONDER
Orpheum
OMAHA
....BANDS!
WASHINGTON
MASTBAUM
ACTION PACKED STORY HEROES OF THE B29
RALSTON FORREST TUCKER "THE WILD BLUE YONDE
SAN FRANCISCO
WORLD PREMIERE THE WILD BLUE
....PERSONALITIES!
BOSTON
WICHITA
U.S. AIR FO
ATLANTA
DETROIT

HERBERT J.

THE WILD B

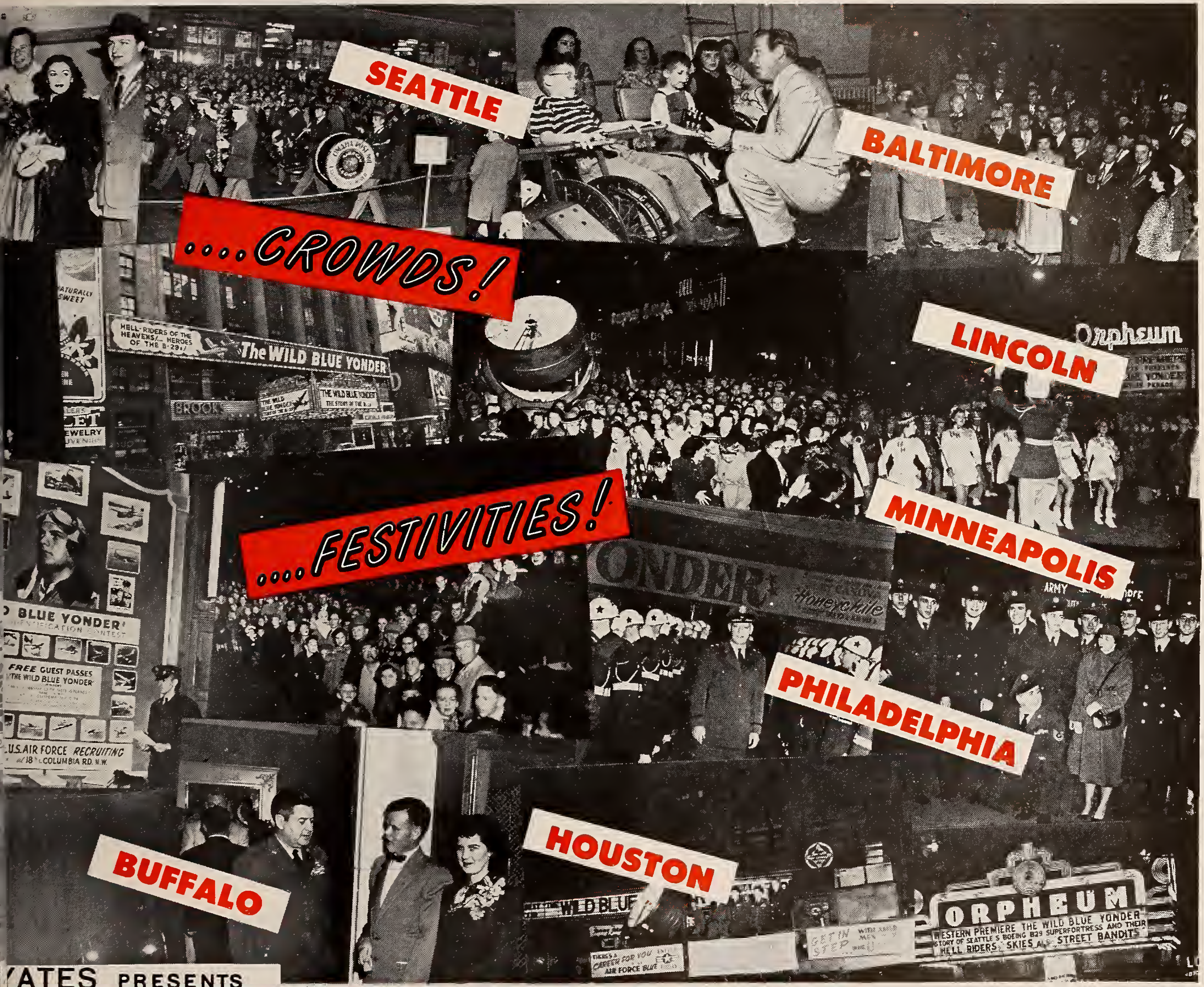
Story of the B

starring **WENDELL COREY VERA RALSTON**

with **WALTER BRENNAN** · WILLIAM CHING · RUTH DONNEL

Screen Play By RICHARD TREGASKIS · *Story By* AN

IERES IN YEARS IN
M COAST TO COAST


SEATTLE
BALTIMORE
....CROWDS!
The WILD BLUE YONDER
LINCOLN
Orpheum
....FESTIVITIES!
MINNEAPOLIS
PHILADELPHIA
BUFFALO
HOUSTON
ORPHEUM
WESTERN PREMIERE THE WILD BLUE YONDER
STREET BANDITS

ATES PRESENTS

LUE YONDER

9 Superfortress

FORREST TUCKER · PHIL HARRIS

· HARRY CAREY, JR. · PENNY EDWARDS A REPUBLIC PICTURE

EW GEER *and* CHARLES GRAYSON · *Directed By* ALLAN DWAN

Republic Pictures Corporation—Herbert J. Yates, Pres.

'Red' Charges

(*Continued from page* 1)

hered to unswervingly. Many have been discharged. The policy has resulted in our members being sued in courts for large sums and suits are still in progress. This has not deterred us and it will not.

"By failing to mention these positive and determined steps the Committee has done a tremendous disservice to a fine and patriotic industry and to the fine and patriotic men and women who make pictures in Hollywood."

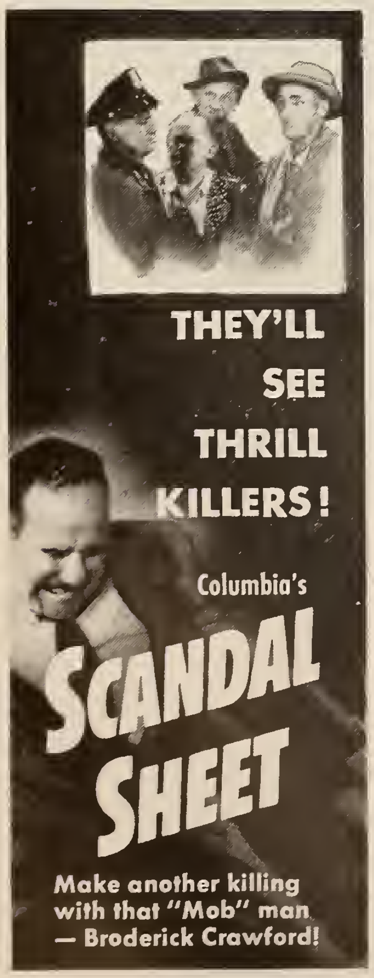
Of the second point Johnston said: "Nowhere in the report is there a shred of evidence that Communists ever succeeded in influencing the content of a single motion picture made by any of our members.

"We have made repeated efforts to have the Committee name any picture that contained subversive propaganda. We have offered to show the Committee any film it wanted to see. The Committee in 1947 reported not a single picture of ours that contained Communist propaganda. It has reported none since. As there is no un-Americanism in our pictures the Committee should do the fair and honorable thing and stop this accusation.

"As a matter of fact, the Communists abroad hate our pictures because they reflect the ideals of our free society. Wherever our pictures go in foreign lands they are powerful weapons for democracy. Our industry stands on that record."

Name Durstine Agency

Roy S. Durstine, Inc. has been appointed advertising agency for Pathe Laboratories, Inc., according to James Wolcott, sales vice-president.


THEY'LL
SEE
THRILL
KILLERS!
Columbia's
SCANDAL SHEET
Make another killing with that "Mob" man — Broderick Crawford!

The House Group's Industry Criticism

THE criticism of the industry by the House Un-American Activities Committee for alleged failure to act promptly and effectively against Communists on Hollywood payrolls after the committee's 1947 hearings is unfounded, unfair, a delusion to the public and an injury to the industry.

The criticism, made in the committee's report for 1951, completely ignores the policy of refusing employment to known Communists which was adopted by major companies and which was enforced against the so-called "Unfriendly 10" in 1947.

It wholly ignores the fact that some companies even now are defending themselves in court against actions for millions of dollars in damages claimed by some members of that group as a result of the enforcement of that policy.

It completely ignores the fact that in pursuing that policy against known Communists the individual companies were in line with the policy belatedly adopted by the Federal government with respect to employment of Communists.

It ignores, too, the absence of evidence in the committee's own records of any success achieved by Communists in influencing the content of films.

Whatever the reason for the committee's unjust criticism of the industry's action against known Communists in its ranks, that criticism urgently needs to be challenged forthwith, and the record set straight.

With the Council of Motion Picture Organizations scheduled to meet here this week, a first order of business for it could well be a firm protest and forthright rejection of the committee's criticism, together with a public statement refuting its baseless contentions.

SHERWIN KANE

'51 Reel Coverage

(*Continued from page* 1)

alysis of the contents of the 520 newsreel issues released to theatres by 20th-Fox Movietone News, M-G-M's News of the Day, Paramount News, Universal Newsreel and Warner Pathe News, shows that 46 per cent of the 3,620 newsreel topics dealt with some phase of foreign activities.

Korea Got Most Attention

In extent of coverage abroad, Korea got most attention with 375 sequences. Second as a topical source was Great Britain with 303 sequences. Domestically, the reels continued to cover practically every newsworthy facet of life and activity—the government, national defense, United Nations, aviation, disasters, fashions, sports, education, religion, labor, science, industry and the weather.

The analysis is part of a continuing study made under the direction of MPAA's Newsreel Committee of which Walton C. Amend, vice-president of Warner Pathe, is chairman.

House Unit's Record Belies Its Report

Washington, Feb. 18.—The following statement was made by Chairman John S. Wood of the House Committee on Un-American Activities at its hearings on May 17, 1951:

"I have gone to some considerable pains personally to advise myself as to the attitude of responsible producers, and I know they are spending literally thousands of dollars undertaking to screen the backgrounds of all persons now employed in essential positions in the industry, and they are exercising a great deal of diligence in that respect. I think it is only fair that that be placed in the record."

RKO, 20th-Fox Seek

(*Continued from page* 1)

ton was criticising the industry for failure to act promptly on its 1947 disclosures against alleged Communists in the studios, a jury of six men and six women here was bringing in a verdict against RKO and 20th-Fox in favor of Scott and Lardner, based on the ground that their refusal to answer the Un-American Activities Committee's questions did not violate the "morals clause" in their contracts.

The verdict followed two weeks of testimony in Federal Judge Ben Harrison's court here during which Eric Johnston, Motion Picture Association of America president, and other industry leaders testified for the defendant companies. Following the verdict late Friday night, Judge Harrison reserved the right to fix the amounts due Scott and Lardner.

Asks Date Set

Defense counsel today asked the court to set a date for a hearing on the amounts, which will represent the difference between the amounts sued for and the amounts earned by the plaintiffs from any source during the unexecuted periods of their contracts. When a hearing has been held, the amounts determined and a judgment entered, counsel for the companies will move for a new trial.

Unless reversed in a new trial or on appeal, the decision in favor of Scott and Lardner will have a bearing on two other suits brought against major companies by Hollywood's so-called "Unfriendly 10" as an aftermath to their discharge. Pending in Federal Court is a suit for triple damages amounting to about $56,000,000 entitled *Maltz et all vs. Loew's et al*, charging that the dismissal of the plaintiffs constituted interference with interstate commerce and violation of the Federal anti-trust laws.

Loew's, Columbia, Warner and Universal recently were removed as defendants in this case after they made private cash settlements with the plaintiffs. RKO, 20th-Fox, Paramount, Republic, Hal Roach and Walter Wanger are the remaining defendants. Edward Dmytryk recently withdrew as a plaintiff.

Still pending in Superior Court is a nearly parallel suit also seeking multi-million dollar damages and charging conspiracy to prevent the plaintiffs from obtaining employment in their professions.

Rivkin Hits House Group's Charge; Calls It 'Ironical'

HOLLYWOOD, Feb. 18.—Allen Rivkin, president of the Motion Picture Industry Council, issued the following statement in reply to the House Un-American Activities Committee assertion that the industry failed to act to check Communism in the industry after the committee's 1947 hearings:

"On virtually the very day that a Federal jury in Los Angeles renders a verdict that a motion picture producer cannot fire an employee for unpopular political activity, the House Committee issues a statement condemning employers for not discharging Communists. The gentlemen of the House Committee should meet the gentlemen of the jury.

"This is doubly ironical in view of the fact that the Hollywood producers appear to be the only management group in America that risked legal consequences as far back as 1947 by discharging men regarded by the House Committee as Communists."

Rivkin was referring to a verdict given by a Federal jury last night in favor of two of Hollywood's "Unfriendly 10," Ring Lardner, Jr. and Adrian Scott, against two major film studios which cancelled their contracts after their appearance in 1947 before the House Committee. Both men had been cited for contempt of Congress and sentenced to a year in jail.

MPIC will study the House committee's complete report at its regular monthly meeting Wednesday night and decide what further action may be taken to place the full facts concerning the industry's anti-Communist activities before the public.

"Speaking for myself," Rivkin said, "it seems clear that the Committee's report mistakenly has omitted any recognition whatsoever of the highly-successful steps taken by Hollywood guilds, unions and management groups since 1946 which brought defeat and failure to the Communist plot against the motion picture industry."

Fly to fun and relaxation on a
TWA
Quickie Vacation
in the Sun Country
TWA
TRANS WORLD AIRLINES
You're only hours away, by TWA, from Phoenix, Los Vegas, Southern California. Big savings with TWA's Family Fores and Sky Coach flights. See your travel agent or call TWA.

U.S.A. • EUROPE • AFRICA • ASIA

National Sales Set for UA TV

During the next two months, United Artists Television will complete plans for sales representation through company-controlled employes in every key television market in the country, it was disclosed here yesterday by John H. Mitchell, director of UA-TV who has left on a cross-country tour of television markets. By March 1, Mitchell added, the company will have sales representatives, on a city-by-city basis, in 30 top television markets. Each representative will cover a single market only, thereby providing TV film producers releasing through UA-TV with a sales concentration. The overall expansion, Mitchell said, will necessitate a reorganiation of the company's sales operations. The program also calls for the addition of a few program series for release through the company. Toward this end, Mitchell will arrive in Hollywood about March 10 to conclude producer-distributor agreements with television producers for the release of new TV film properties.

TV for Three Years

(*Continued from page* 1)

Pictures general counsel, will take the stand. Keough will doubtless be subjected to prolonged questioning on the company's trade practices and theatre acquisitions and sales, since almost all previous Paramount witnesses have referred most of these questions to Keough.

In his testimony today, Freeman said he had no idea of the difference in technique between making pictures for theatres and making them for television, since he is "only concerned with making pictures—no matter for what."

Paramount is endeavoring to "bring up its new stars with a sense of responsibility to the industry," he declared at another point, adding that the company is trying to teach them that their conduct reflects not only on themselves but on the industry.

Eckman on TV

(*Continued from page* 1)

year will reach six or seven films compared to two last year, Eckman disclosed.

U. K. business for M-G-M is up, he asserted, and pointed out that "Quo Vadis" in openings in London did better than "Gone with the Wind."

While here Eckman will confer with Eric Johnston, president of the Motion Picture Association of America, on conditions in England.

Tennessee Houses Burn

NASHVILLE, Feb. 18.—A 19-year-old youth has confessed to three fires in the past three weeks in which two of three theatres in Harriman, Tenn., were destroyed.

FILMACK MAKES BETTER
MAKES FASTER SPECIAL
TRAILERS
TRY US AND SEE!
CHICAGO 1327 S. Wabash
NEW YORK 630 Ninth Av

COMPO Sets An Agenda

(*Continued from page* 1)

PO board and executive committee also will feature discussion of the "Movietime" star tours, "Movietime" advertising, speakers bureau, information library, exposition proposals, round-table plans, the puzzle contest idea, cooperation with the U. S. Government in civil defense, cooperation with the drive to recruit women for the Armed Forces and the industry's brief for an "essential" rating by the government.

Topics on the program for Thursday's meeting are: admission taxes, industry survey and research program, industry short subjects, financing of COMPO (dues-raising methods), election of officers, election of executive committee, admission to COMPO membership of the Theatre Equipment Supply Manufacturers and Theatre Equipment Dealers associations, a "Health Week" plan and discussion of films for television. The last item, COMPO reported, was "suggested by a New England exhibitor."

Each day's sessions will begin at 10 A.M.

Mayer Champions Industry in Editorial in Hartford Paper

Publication by *The Hartford Times* of a guest editorial written by Arthur L. Mayer, executive vice president of the Council of Motion Picture Organizations, is one of the results of the recent conference held in Hartford by representatives of the motion picture industry and executives of the *Times.*

The editorial written at the invitation of Francis S. Murphy, editor and publisher of the *Times,* was published under a two-column headline as a feature of an editorial page. A two-column box on the paper's first page with a photograph of Mayer called attention to the editorial which pointed out that behind every film theatre is "the greatest aggregation of talent the world has ever seen."

No Theatre TV of Music Hall Show

Reports that deals have been set by Theatre Network Television for the telecasting of the Radio City Music Hall Easter show and the "Carmen" performance of the Metropolitan Opera Co. were denied here yesterday.

The denial of the "Carmen" show came from a spokesman for the Metropolitan Opera Co., who said that there have been negotiations but no final deal. This was underscored by a spokesman for the American Federation of Musicians, which would have to clear such a performance. He, too, said that the AFM had been approached and that it had the possible theatre telecast under advisement, but no AFM approval had been given to the project as yet.

Russell V. Downing, executive vice-president of the Hall, said the Easter show would not be offered for theatre telecasting.

TNT, asked to comment on reports that it is offering eight attractions, including those above, a Broadway show and Garden sports events, would only say that it has several programs under active consideration. There is nothing definite and final on some programs, TNT added, and in some instances union clearance and theatre distribution are needed.

TNT, asked to comment on the report it had booked the Broadway show "Two on the Aisle," would not go beyond its prepared statement. The producer of the show could not be reached for comment.

As announced here previously, TNT has secured theatre television rights to Garden events, among them the National Invitation Tournament basketball finals, and has been negotiating for the Robinson-Olsen bout on the Coast.

Variety Luncheon

(*Continued from page* 1)

incoming chief barker William J. German and retiring chief barker Fred J. Schwartz.

Marc Wolf, Variety International chief barker, will officiate at the induction of German.

Pitts to Tax Cut Signing

Dick Pitts, assistant to Gael Sullivan, executive director of the Theatre Owners of America, left here yesterday by plane for Jackson, Miss., where he will represent the national organization at ceremonies to be held today at the capitol when the governor signs the bill cutting the state's amusement tax from 10 to two per cent. T. E. Wiliams, head of the Mississippi unit of the TOA, will represent that group, which instituted the drive against the tax.

TV Hearings

(*Continued from page* 1)

TV channel allocations. It is believed that the Commission must get this out of the way before it can turn to the theatre TV hearings.

In Fort Wayne

Speaking in Fort Wayne today, FCC chairman Wayne Coy said it now looked like the "middle of March" before the allocation order is issued, and some observers think it will be closer to the end of next month. That means the theatre TV hearings cannot start until the end of March or early April.

Coy's Speech

In his speech, Coy also said that assuming the freeze is lifted in mid-March, it is unlikely there will be more than 10 to 20 new TV stations on the air this year. He pointed out that after lifting the freeze, the Commission would have to wait two to three months for new applications to come in before it could start processing requests for licenses. In most Metropolitan areas, he continued, there will be more applications than frequencies available, necessitating lengthy hearings in each case. Finally, after the Commission makes a grant, the licensee has two more months to start construction and another six months to finish and get on the air.

Meanwhile, American Broadcasting Co. and National Broadcasting Co. notified the FCC of their intention to take part in the theatre television hearings.

A Place In The Sun
was a great picture of young love.
Now the same producer-director has made a great picture of adult love . . .
George Stevens'
Something To Live For
A Paramount Picture

STANDEES... SHOWMANSHIP that speaks for itself!

Depend on these colorful, cut-out beauties to do a job of *selling* for your attractions! They're *packed* with SHOWMANSHIP . . . splashed with COLOR . . . and brilliantly presented in their fluorescent-lighted bases. You can use them *anywhere* . . . in your lobby, foyer, or out in front of your theatre . . . and the job they do in exploiting your attractions . . . *speaks for itself* . . . at your BOX-OFFICE!

HEAVEN HELP THE NAVY WITH A CREW LIKE THIS!
DEAN MARTIN AND JERRY LEWIS
HAL WALLIS' Production
SAILOR BEWARE
CORINNE CALVET · MARION MARSHALL
COMING

IT'S BIG IN LOVE AND ACTION!
GABLE ★ GARDNER
CRAWFORD
M-G-M's
LONE STAR
LIONEL BARRYMORE
BEULAH BONDI
COMING

THIS STORY IS A SCREEN-SCORCHER!
"This Woman is Dangerous"
Starring
JOAN CRAWFORD · DENNIS MORGAN · DAVID BRIAN
Screen Play by GEOFFREY HOMES and GEORGE WORTHING YATES
COMING

He led the last GREAT OUTLAW RAIDS!
Technicolor
THE CIMARRON KID
STARRING
AUDIE MURPHY
YVETTE DUGAY
BEVERLY TYLER · JOHN HUDSON · JAMES BEST
LEIF ERICKSON · NOAH BEERY
LOUIS STEVENS · BUDD BOETTICHER · TED RICHMOND
COMING

SHE CARED TOO MUCH ABOUT MEN... TOO LITTLE ABOUT RULES!
BETTE DAVIS
GARY MERRILL
EMLYN WILLIAMS
Another Man's Poison
ANTHONY STEEL
COMING

For full details see your NSS salesman or contact your nearest NSS exchange

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

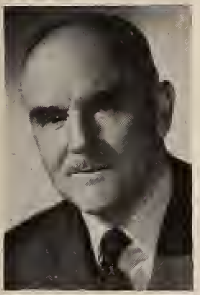
MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 35 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 20, 1952 TEN CENTS

Plan Quantity Production Of Eidophor

Sponable Confers with GE and Swiss Engineers



Earl Sponable

Plans for quantity production of 20th Century-Fox's CBS color theatre television Eidophor system are now underway both here and in Zurich, Switzerland, Earl Sponable has disclosed following his recent return from Zurich.

Sponable, who is research director of 20th-Fox, said that mass-production plans for Eidophor are in the blueprint stage, with engineers in Switzerland and the United States now working

(*Continued on page* 7)

Warner Directors Are Re-elected

At the annual meeting of the stockholders of Warner Brothers Pictures, Inc., held in Wilmington yesterday, stockholders reelected the following directors for a period of two years: John E. Bierwirth, Waddill Catchings, Robert W. Perkins, Albert Warner, Harry M. Warner and Jack L. Warner.

The stockholders also authorized the cancellation of 1,152,215 shares of

(*Continued on page* 5)

Theatre Taxes Hit By Miss. Governor

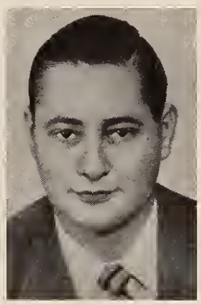
JACKSON, Miss., Feb. 19.—Gov. Hugh L. White of Mississippi today declared that "it is economically bad to add unfairly" to the tax burden of the motion picture industry which "already (is) groaning under the weight of general Federal and State personal and corporate tax legislation and the Federal tax on admissions of 20 per cent."

The governor issued this statement on the occasion of his signing of the

(*Continued on page* 4)

See More Than 100% Rise in UA Income In S. America

A forecast that United Artists revenue from the South American and Latin American markets will more than double that of last year was made here yesterday by Arnold Picker, vice-president in charge of UA's foreign distribution.



Arnold Picker

Picker, who recently returned from a four-week tour of the South American Continent, based his prediction on what he described as the thriving vitality of the market, with economies

(*Continued on page* 4)

Brotherhood Awards To Fabian, Walsh

Simon H. Fabian, head of Fabian Theatres; Richard E. Walsh, president of the IATSE and actress Celeste Holm will receive the annual "Brotherhood Awards" of the National Conference of Christians and Jews at a dinner at the Hotel Waldorf-Astoria

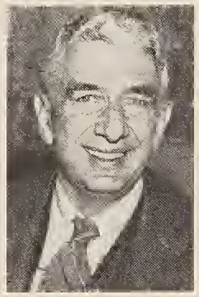
(*Continued on page* 5)

FPC Business Good, Pays Extra Dividend

Toronto, Feb. 19.—Famous Players Canadian Corp. has declared a 30-cent quarterly dividend payable March 22 to shareholders of record on March 2 plus a 20-cent per share extra dividend resulting from a good year in 1951.

A. L. Mayer Declines New COMPO Term

Arthur L. Mayer, executive vice-president of COMPO since its founding in 1949, said yesterday he would decline to serve another term, having definitely decided to relinquish the post.



A. L. Mayer

Ned E. Depinet, COMPO president and president of RKO Pictures, although desirous of relinquishing the COMPO post, has indicated he will consent to serve again if no nominee acceptable to all segments of COMPO can be agreed

(*Continued on page* 4)

N. Y. Variety Club Selects PAL as Its Main Charity

The Police Athletic League of New York City has been selected as the principal charity of the Variety Club of New York, Tent No. 35, it was revealed here yesterday at the tent's annual induction luncheon at the Hotel Astor. The luncheon featured the induction into office of William J. German as the tent's chief barker, and served as a farewell tribute to Fred J. Schwartz whom German succeeded.

William German

Mayor Vincent R. Impellitteri and Police Commissioner George P. Monaghan accepted the tent's support of PAL in addresses that emphasized their appreciation of the industry's "civic consciousness." The Mayor assured the hundreds who were present at the luncheon that the tent "has the undying gratitude of the people of the City of New York," for the contributions it has promised to make to PAL, which dedicates itself to improving the lot of the city's underprivileged children.

The disclosure that PAL was selected as the charity on which the New York Variety Club will concentrate was made by Harry Brandt, who was one of several speakers introduced at the luncheon by toastmaster S. H. Fabian.

Fabian reported that Schwartz left the office of chief barker with the tent free of debt for the first time

(*Continued on page* 4)

COMPO Reply To House Unit Put on Agenda

Made First Order of Business for Meeting

The previously prepared agenda for the Council of Motion Picture Organizations' meetings starting here today was revised yesterday by Arthur L. Mayer, executive vice-president of COMPO, to include as a first order of business consideration of an all-industry reply to the annual report of the House Committee on Un-American Activities, which criticized the industry for alleged dilatory action in eliminating Communists from the industry following the committee's 1947 hearings.

The action was taken in response to industry-wide resentment of the committee's criticism, regarded in the industry as unfair and unfounded. It is also felt throughout the industry and within COMPO that the injury done the industry by the report should be answered and countered by the all-industry organization, rather than by

(*Continued on page* 4)

Propose Wide Use of NY Teaching Project

A proposal that the New York Board of Education's course on motion pictures, aimed at acquainting teachers and pupils with all phases of the industry, be duplicated on a regional basis throughout the country has been made by the Organization of the Motion Picture Industry of the City of New York.

The New York exhibitor group has forwarded the suggestion to the Coun-

(*Continued on page* 5)

DuMont Move for Severance Is Hit

WASHINGTON, Feb. 19.—The Federal Communications Commission's broadcast bureau today opposed a motion by Allen B. Du Mont Laboratories for severance from the "catch-all" Paramount hearings.

United Paramount Theatres and Balaban and Katz, however, filed in support of the Du Mont motion.

The question of whether Paramount Pictures controls Du Mont and the status of Du Mont TV station license

(*Continued on page* 6)

Personal Mention

PHIL REISMAN, RKO Radio vice-president in charge of foreign distribution, has returned here from a tour of the company's Latin American offices.

•

M. L. Simons, home office assistant to H. M. Richey, exhibitor relations head for M-G-M, will be in Wausau, Wisc. Monday for talks in the morning before a joint meeting of the Rotary-Kiwanis and in the afternoon before the Wausau Women's Club Better Films group.

•

John Burrows, president of the Monogram Studio Club and employed in the studio's production department in Hollywood, is due to be released from Cedars of Lebanon Hospital there within 10 days.

•

Harold Wirthwein, Monogram-Allied Artists Western sales manager, has returned to Hollywood from Kansas City and St. Louis.

•

Lou Formato, M-G-M Philadelphia branch manager, and Benn H. Rosenwald, Boston manager, were home office visitors yesterday.

•

H. M. Richey, M-G-M exhibitor relations head, is scheduled to arrive at Ft. Lauderdale, Fla., from here for a vacation next Wednesday.

•

Marvin H. Schenck, Loew's vice-president, has arrived in Hot Springs, Ark., for a vacation, and is due back at Culver City on March 11.

•

Charles Boasberg, RKO Radio's North-South division sales manager, left here for Toronto last night.

•

Howard E. Kohn II, ad-publicity head of Pictura Films Corp., has returned here from the Coast.

•

Douglas Fairbanks, Jr. will leave here today by plane for Houston.

•

Jack Schlaifer, vice-president and general sales manager of Realart and Jack Broder Productions has left here for Chicago.

•

Arthur E. Elliott, RKO Radio's branch manager in Calgary, Canada, and Mrs. Elliott announce the birth of a son, Arthur Kirk, their first child.

•

Tom Rogers, M-G-M radio contact, has returned here from Jamaica, B. W. I.

•

Maurice (Bucky) Harris, Universal home office exploitation representative, has returned here from St. Louis.

•

David Cantor, RKO field man, is in Atlanta from New York.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

Review

"With A Song in My Heart"

(20th Century-Fox)

THE MARK of solid commercialism is stamped all over "With A Song in My Heart." It is the story of the life of Jane Froman, and as such the theme naturally becomes a heartwarming one of triumph over defeat and despair. Lamar Trotti who produced from his own screenplay has been notably generous in production values, including color by Technicolor.

Susan Hayward does an excellent portrayal as Miss Froman. There are dozens of popular song hits in the picture with the voice of Miss Froman dubbed in for them. Miss Hayward has captured with mastery the professional mannerisms and gestures of Miss Froman. It frequently brings to mind Larry Park's celebrated Al Jolson.

The flashback technique is used to relate the story which begins with Miss Froman meeting entertainer David Wayne at a radio audition. He is rejected but she is accepted, and gets her first break singing a toasted peanuts commercial. This develops into the pattern of their lives—she always making a hit professionally and he flopping. Wayne, playing Don Ross, marries Miss Froman and at first seems content to remain in the shadows as husband-manager.

In time Miss Froman reaches the pinnacle in the entertainment world and when war breaks out she is delighted to be the first entertainer to accept a USO invitation to entertain troops abroad. The dreadful Lisbon Clipper crash is now a matter of history. Told she may never walk again, Miss Froman goes through a long ordeal of operations and success finally crowns her faith and heroism.

In the meantime a new romance enters her life in the form of Rory Calhoun, a co-pilot also injured in the crash. Quite a problem of conscience is faced by Miss Froman in the light of her dying love for Wayne and new attraction for Calhoun. It is all cleared up successfully, however, when Wayne nobly steps out of the picture.

Miss Froman's return overseas to finish the interrupted job of entertaining wounded troops will win the heart of audiences everywhere. The picture is one of universal appeal and is destined to do top business at the boxoffice. Performances are splendid all around, with Thelma Ritter, as a nurse-companion to Miss Hayward contributing superb support.

Countless songs run through the picture winding up in a smash finale that will stir the hearts of all. In this 11-song medley are "America, the Beautiful," "California Here I Come," "Maine Stein Song," "Back Home in Indiana," "Dixie," "Chicago," "Deep in the Heart of Texas," "Alabamy Bound," "Yankee Doodle Dandy," "Give My Regards to Broadway," and "Carry Me Back to Old Virginny."

Walter Lang directed with customary know-how. The film runs 117 minutes and is packed with entertainment values all the way.

Running time, 117 minutes. General audience classification. For April release.

MANDEL HERBSTMAN

Anderson to 'Sub' For Hall Walsh

Arthur Anderson, Warner Brothers' branch manager in Minneapolis, has been appointed acting district manager for the company's Prairie district during the absence of Hall Walsh due to illness. Anderson will have headquarters in Minneapolis.

M. B. Adcock, local sales manager for Warner in Minneapolis, has been appointed branch manager in that territory.

Sullivan at Board Meet

A luncheon-meeting of the New York Film Board of Trade to be held here today will hear Gael Sullivan, executive director of the Theatre Owners of America, discuss plans for an industry scientific research institute and also the forthcoming theatre TV hearings before the Federal Communications Commission in Washington.

Palace Books Kaly

Chandra Kaly and his dancers have been added to the new RKO Palace two-a-day show opening Feb. 26 for a limited two-week engagement. Other acts already signed include Lauritz Melchior, Ben Blue, Jean Carroll and Les Compagnons de la Chanson, and others.

Winikus to Promote 'Glove' Over Mutual

Francis M. Winikus, United Artists national director of advertising-publicity, will highlight a closed-circuit broadcast over the 450-station Mutual network tomorrow, speaking directly to Mutual executives from Coast-to-Coast in connection with the month-long, national promotion of "The Green Glove," which is the network's selection as "Movie Mystery of the Month."

Exhibitors Talk Merger

San Francisco, Feb. 19.—Committees representing the membership of the California Theatres Association and the Independent Theatre Owners of Northern California are said to be engaged in a series of conferences looking to a merger of the two organizations. Rotus Harvey is president of the ITO, L. S. Hamm heads the CTA.

NCA Board Meets

Minneapolis, Feb. 19.—Board members of North Central Allied attended a special meeting here to discuss the Minneapolis Allied unit's plans for its 1952 convention. Tentative dates for the meeting are May 1-2 at the Nicollet Hotel.

Newsreel Parade

THE funeral of King George and fighting in Korea are current newsreel highlights. Other items include the Winter Olympics and baseball. Complete contents follow:

MOVIETONE NEWS, No. 16—King George laid to rest in Windsor Castle. Willie Sutton captured. Winter Olympics.

NEWS OF THE DAY, No. 250—King George laid to rest. Fighting in Korea. Willie Sutton captured. Beach fashions. Winter Olympics.

PARAMOUNT NEWS, No. 53—Arrest of Willie Sutton. Winter Olympics. Funeral of King George.

TELENEWS DIGEST, No. 8A—Rites for King George. Big League ball players in gold contest.

UNIVERSAL NEWS, No. 533—Winter Olympics.

WARNER PATHE NEWS, No. 55—Funeral of King George. Winter Olympics.

Rosenberg to Head Penn Para. Circuit

Ben Rosenberg, in charge of New England Theatres, operating in New Haven, Hartford and other Connecticut cities, will replace Louis Finske as head of Penn Paramount Corp., it was disclosed here yesterday. Both are affiliates of United Paramount Theatres.

Finske will join another UPT affiliate, Florida State Theatres, with headquarters in Jacksonville, as vice-president. Finske will remain for a while in Wilkes-Barre, headquarters of the Penn Paramount Corp., to brief Rosenberg on operations of the circuit. He is expected to leave for Florida in a few weeks.

Harry Botwick, former city manager of the three UPT theatres in Philadelphia, who has been appointed to Florida State Theatres as director of candy and vending machine merchandising, was replaced in Philadelphia by Jay Wren.

De Costerd Quits for His Own Business

Gabriel C. DeCosterd, real estate manager for Skouras Theatres here, has resigned as of March 1 to open his own real estate office in New York, as well as a branch in Nassau County. DeCosterd has been with the Skouras interests for over 21 years; previously he handled real estate for Fox Theatres in Detroit.

DeCosterd's duties will be handled by Lou Weber, general counsel for the circuit.

'Stromboli' at Museum

"Stromboli," in an extended 11,000-foot treatment was screened at the Museum of Modern Art here yesterday for trustees of the museum and a special group of members interested in foreign films. The theatre version of "Stromboli" ran about 8,100 feet. The showing was prepared by Richard Griffith, curator of the museum's film department. The print has subtitles in French and was made available to the museum by RKO Radio.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

FACTS ABOUT M-G-M's GOLDMINE "LONE STAR"!

It is called by critics another "Honky Tonk," the kind of "treat 'em rough" love drama that the Gable fans adore him in! It is doing smash business from Coast to Coast.

PHILADELPHIA—Biggest M-G-M five-day gross since July 1949.

LITTLE ROCK—Best first two days since November 1949.

FORT WORTH—M-G-M's top five-day gross in three years.

CORPUS CHRISTI—First week tops all M-G-M pictures since May 1947.

DALLAS—Running ahead of everything except "Show Boat" in past two years.

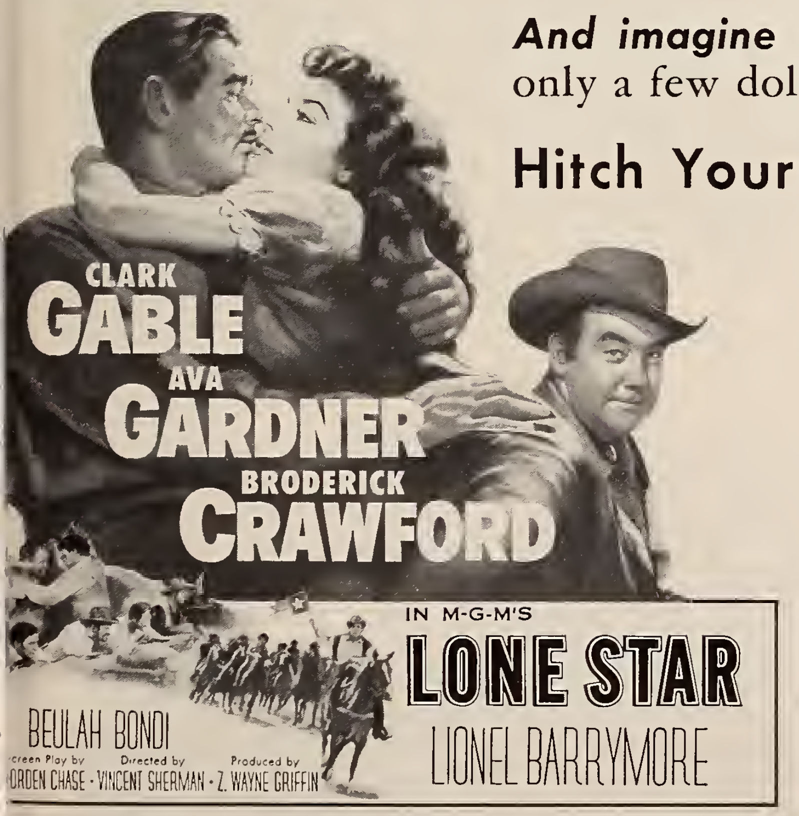
SAN ANTONIO—Second highest six-day gross since June 1949.

AUSTIN—Second highest six-day gross since June 1949.

And imagine this! In Knoxville, Peoria, Los Angeles, it's only a few dollars less than famed "Show Boat".

Hitch Your Box-office to a "LONE STAR"!

"A woman like you isn't going to kiss more than one man like this."


CLARK
GABLE
AVA
GARDNER
BRODERICK
CRAWFORD
IN M-G-M'S
LONE STAR
LIONEL BARRYMORE
BEULAH BONDI
creen Play by
ORDEN CHASE
Directed by
VINCENT SHERMAN
Produced by
Z. WAYNE GRIFFIN

Clark fights the battle of Texas!

Ava fights the battle of the sexes!

IT'S BOX-OFFICE COMBUSTION!

Mayer Declines

(*Continued from page* 1)

upon. Mayer said that while he would like to relinquish his duties at once, if the COMPO membership cannot agree on his successor he would remain a very limited time until a successor is chosen. The maximum period he would remain in the post would be a matter of weeks, he indicated.

Alicoate Chairman

The COMPO nominating committee, of which Jack Alicoate is chairman, met yesterday to draw up a slate of nominees to submit to the membership meeting which opens here today. Mayer was called into the committees' meeting and urged to remain in the post but reportedly continued adamant in his decision to withdraw.

In consequence, it was reported, the nominating committee was unable to round out a complete slate and presumably will meet again to canvass other candidates for the post being relinquished by Mayer.

Urge New Plan

In some COMPO quarters yesterday, however, it was being urged that the authority to designate an executive vice-president should be delegated to the president, subject to the approval of COMPO's membership. Under that plan, Depinet, who is expected to be reelected, would choose his own administrative aide and submit the name to the COMPO membership for approval.

It is expected that Robert W. Coyne, COMPO special counsel, and Charles McCarthy, public relations director, will continue in their posts.

Make another killing with that "Mob" man—Broderick Crawford!
They'll see LOVE NESTERS in
SCANDAL SHEET
A COLUMBIA PICTURE

Variety Club Induction

Quigley Publications Photo

New York's Mayor Vincent Impellitteri addressing members of the New York Variety Club at the induction luncheon for new officers in the Hotel Astor here yesterday. At the Mayor's left, seated, is William German, new chief barker of the local Tent. At the right, Police Commissioner George P. Monoghan; Fred Schwartz, retiring chief barker, and Adolph Zukor, Paramount Pictures board chairman.

N.Y. Tent Selects PAL

(*Continued from page* 1)

in the three years of its existence. The retiring chief barker was presented with a silver bowl inscribed with a message of appreciation from the tent. German, in his acceptance address, following his induction by Marc Wolf, International chief barker of the Variety Clubs, pledged efforts that would make the new administration compare favorably with the outgoing one.

Inducted with German

Inducted with German were Ira Meinhardt, first assistant chief barker; Saul Trauner, dough guy, and Edward Lachman, property master.

The luncheon was opened with the signing of the "Star Spangled Banner" by Monica Lane and an invocation by Msgr. Joseph A. McCaffrey. Seated at the dais, in addition to those already mentioned, were: Leslie Schwartz, Emanuel Frisch, David Weinstock, H. V. (Rotus) Harvey, Benjamin Fielding, Walter Reade, Jr., Arthur L. Mayer, George Dembow, Charles E. Lewis, Sol Schwartz, Robert M. Mochrie, Wilbur Snaper, Al Daff, Al Lichtman, Charles C. Moskowitz, Edward P. Curtis, Richard F. Walsh, Adolph Zukor, Ned E. Depinet, George P. Skouras, Deputy Police Commissioner James B. Nolan, Charles M. Reagan, Robert M. Christenberry, Al Schwalberg, John J. O'Connor, Jack Mara, Russell V. Downing, Robert M. Weitman, Edward Rugoff, Trueman T. Rembusch, William A. White, Gael Sullivan, David Katz, Martin Levine, Sol Strausberg, Maury Goldstein, and Jack Alicoate.

UA Foreign Income

(*Continued from page* 1)

booming in many countries and many new theatres being built.

Commenting on the various countries which he visited with Sam Becker, UA Latin American supervisor, Picker welcomed the changed situation in Brazil. Effective Feb. 1, Picker continued, the admission price ceiling there was increased 35 per cent with the exception of the city of San Paulo, where prices already have been hiked.

Regarding UA's sales convention in Brazil, the first which the company has ever held in that country, Picker said the line-up of UA product won an enthusiastic reception.

In Bolivia, Picker disclosed that UA is now in the process of closing a deal with circuit owner Calero Paz, UA's first such deal in that country in four years. While in Chile, Picker paid a courtesy call on Gabriel Gonzales Videla, Chilean President, to thank him for maintaining a free market for American films. In reference to Chile, Picker also said UA is now closing a deal with one of that country's large circuits.

Theatre Taxes Hit

(*Continued from page* 1)

state's theatre tax reduction bill. The bill's signing climaxed a concentrated anti-tax campaign carried on by the Mississippi Theatre Owners with the cooperation of TOA.

Effective July 1, the measure calls for a two per cent tax on each gross revenue dollar for individual theatres and small circuits up to 10 theatres, and an additional three per cent, or a total of five per cent, for circuits of more than 10 houses. The law it will replace and which has been in existence since 1932, levied a tax of from 10 to 13 per cent.

Gov. White said Mississippi by virtue of the new bill "recognizes the fact that the theatre has long since ceased to be solely a place of entertainment. It has become a community institution of first rank . . . and it should not be unduly taxed."

Film theatres, White said, "seek no government subsidy or price supports. They merely ask that, in common with other mediums of communication, such as newspapers, radio, and magazines, they be relieved of any special form of taxation."

COMPO Meet

(*Continued from page* 1)

individuals and organizations which, while members of COMPO, speak only for their own constituents.

There appeared to be no reason yesterday to suppose that a strong statement refuting the committee's criticism would not be authorized and issued by the COMPO meeting.

An attendance of at least 50 persons is expected at the opening today of the two-day annual meeting of the COMPO board and executive committee. Those who have already signified their intention to be present are: Jack Alicoate, Ellis Arnall, Harry Brandt, A. Julian Brylawski, Maurice Bergman, Robert W. Coyne, Oscar A. Doob, Ned E. Depinet, Tom Edwards, Si H. Fabian, Harry Goldberg, Lauritz Garman, S. J. Goldberg, Norman Glassman, Edward Hyman, Rotus Harvey, Eric Johnston, Allen Johnson, Sam Kirby, Harry Lamont, Gunther Lessing, Chick Lewis, Herman Levy, James Mulvey, Ted Mann, Arthur L. Mayer, Charles E. McCarthy, John O'Connor, Al Pecus, Sam Pinanski, John Phillips, Robert J. Rubin, Charles M. Reagan, Wilbur Snaper, Leonard Spiegelgass, Fred Schwartz, Alfred Starr, Gael Sullivan, Trueman T. Rembusch, Joe Vogel and Marc Wolf.

Both Depinet, COMPO president, and Mayer will ask that the COMPO meetings today and tomorrow be open to the press. The matter, of course, will be left to the decision of the membership.

$84,300 Due Scott, $20,000 to Lardner

HOLLYWOOD, Feb. 19. — Federal Judge Ben Harrison today fixed $84,300 and $20,000 as amounts due Adrian Scott and Ring Lardner, Jr., respectively, from RKO and 20th Century-Fox, respectively, under the verdict rendered last Friday night by a jury sustaining their contention that employing studios dismissed them illegally for their 1947 refusal to answer Un-American Activties committee questions.

The amount due Scott represents a $2,500 reduction from the amount sought, due to his having earned that amount elsewhere during the unexpired period of his contract.

The Court will rule later this week on whether amounts awarded shall carry interest. Following that ruling, judgment will be entered, after which counsel for RKO and 20th Century-Fox will move for new trial.

Green Musical Director

HOLLYWOOD, Feb. 19. — Johnny Green, who has been associated with all of the Academy Award events since 1945, will be the music director for this year's show at the RKO Pantages Theatre on March 20, it was announced here by Arthur Freed, general director of the program.

FILMACK MAKES BETTER
MAKES FASTER SPECIAL
TRAILERS
TRY US AND SEE!
CHICAGO 1327 S. Wabash
NEW YORK 630 Ninth Av

NY Project

(*Continued from page* 1)

cil of Motion Picture Organizations and the Theatre Owners of America, it was learned here yesterday.

The disclosure came following the first lecture in the 15-session course at the High School of Performing Arts, attended by over 300 junior and high school teachers. Among those addressing the group was professor Robert Gessner of New York University, who delivered an address on the "Motion Picture as an Art Form."

Russell Downing, vice-president and executive director of the Radio City Music Hall, in his short welcoming address to the teachers said, in part, "It is our hope that in this course we will be able to give you an honest account of how pictures are made and some of the problems we face in showing them."

Bulletin Bows

The inauguration of the course also marked the bow of a bulletin for teachers titled "Views and Previews," which is being distributed throughout the New York school system.

The bulletin carries a forward by David H. Moskowitz, assistant superintendent of the city's high school division, which reads in part: "The motion picture is an instrument for vitalizing the continuing struggle for freedom and maintaining our democratic institutions, and for making meaningful the worth and dignity of human personality."

In addition, the bulletin favorably reviews such films as "Viva Zapata," "The Olympic Elk," "The Greatest Show on Earth," and "Cry, The Beloved Country." It is published by the New York exhibitor group with Esther L. Berg, as consultant.

Following the lecture there was a reception at the South Lounge of Radio City Music Hall attended by public relations counsellor Lynn Farnol, Gessner, Dr. Jacob Greenberg, of the Board of Education, Fred Schwartz, Century Circuit vice-president.

It was also announced that besides the 15 lectures, there will be screenings of four films, two of which will be "My Six Convicts" and "With A Song in My Heart."

Atlanta Would Have Theatres Show List of Bookings 7 Days in Advance

Atlanta, Feb. 19.—A public hearing on a proposal to require all theatres in the city to submit a list of feature bookings seven days in advance of showing was held at the Atlanta Public Library and a vote will be taken later.

A similar proposal was passed by the City Council last year but was vetoed by Mayor William B. Hartsfield, after exhibitors complained that they had not been given an opportunity to be heard on the matter. Submission of a list of bookings will give the censor's office a more systematic method for checking films to be shown in Atlanta theatres, said Christine Smith, Atlanta's censor.

Under the present system a film which previously had been banned is sometimes reissued and shown without checking, Miss Smith pointed out.

First 'Road' in Color

HOLLYWOOD, Feb. 19.—"Road to Bali," the first Bing Crosby-Bob Hope "Road" picture with color in Technicolor, will go into production on April 14, Paramount has disclosed. Harry Tugend will produce.

Brotherhood Awards

(*Continued from page* 1)

here on Thursday evening, Feb. 28, highlighting the participation of the amusement division in National Brotherhood Week observance.

Louis Nizer is chairman of the Brotherhood dinner committee; J. Robert Rubin is general chairman of the amusements division and George P. Skouras is national chairman of Brotherhood Week committee and chairman of the amusements division.

Final plans have not yet been set for the dinner which will bring entertainment industry leaders of all faiths to the dais of the Waldorf.

Harker Joins Farnol

Marjorie Harker, former publicist with the March of Time here, has joined the staff of Lynn Farnol.

Braunagel Sets New Drive-in Ad Drive

KANSAS CITY, Feb. 19.—Jack Braunagel, head of drive-in operations for Commonwealth Theatres, again has launched a 24-sheet and window-card advertising campaign for his theatres and is inviting other operators to participate.

Last year 500 24-sheets with the line "The Whole Family Will Enjoy a Drive-in Movie Tonight" were posted in 17 states as a result of a campaign started by Braunagel. A new four-color poster this year shows a family group in a car with the catch line, "Let's All Go to A Drive-in Movie Tonight."

Invites Others

Commonwealth drive-ins, he reported, are posting 100 24-sheets and 2,000 window cards in Kansas, Missouri, and Arkansas to start the drive. Braunagel has invited other drive-in men to contact him if they wish to participate in the campaign. He is national chairman of the drive-in committee for the Theatre Owners of America.

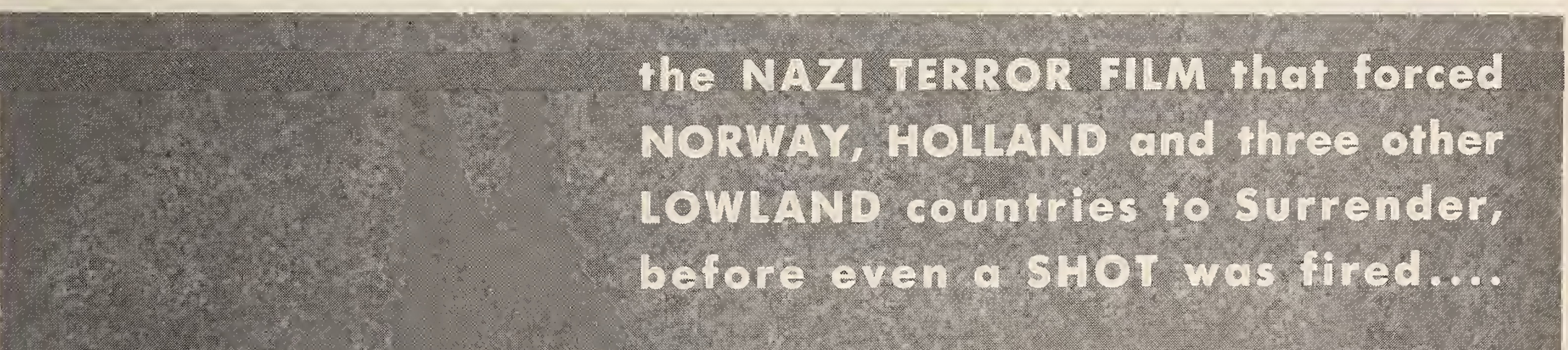
Warner Directors

(*Continued from page* 1)

Warner common stock held by the company.

4,000,000 in Favor

Over 4,000,000 shares were cast in favor of the election and in favor of the cancellation of the stock, the company stated.



the NAZI TERROR FILM that forced NORWAY, HOLLAND and three other LOWLAND countries to Surrender, before even a SHOT was fired....

BAPTISM OF FIRE

...it will Supercharge your Box Office

BUY IT NOW!

released by

THE MARCH OF TIME

write: Phil Williams, Theatrical Sales Mgr.
MARCH OF TIME, 369 LEXINGTON AVE., N. Y.
...RUNNING TIME 13 MIN.

Combined Film Ads Boost Business

New Orleans, Feb. 19. — Drive-in theaters in New Orleans have combined to handle their local newspaper advertising. By running each ad eight lines by two columns in a directory-type ad expenses have been cut and results are said to be far excelling expectations. Theatres reported the best January on record. In the combine are the Air-Line, Crescent, Drive-in Movies, Skyvue and St. Bernard Drive-in.

New England Storm Barely Hits 'Dwarfs'

New England's blizzard and low temperatures have not seriously affected Walt Disney's "Snow White and the Seven Dwarfs" grosses. The picture, distributed by RKO Radio, is said to be doing the best business recorded in months in most New England situations and is running only 10 per cent behind 1950's high-grossing "Cinderella," the Disney office here reports.

Sparked by an exploitation campaign by Terry Turner, RKO Radio's director of exploitation, figures are said to compare favorably with the previous Disney record-holder. Disney officials state that of the first 10 New England theatres from which comparative figures could be shown, "Snow White" grossed $52,374, compared to $57,692 for "Cinderella," or just under 10 per cent less. At Keith's Memorial in Boston, "Snow White" grossed $30,000 for the week, compared to $36,000 for "Cinderella."

Storm Slows Film Delivery in Boston

BOSTON, Feb. 19.—Several Boston film distribution offices said that due to the heavy snow storms on Sunday night and yesterday motion picture film delivery trucks were unable to reach Boston in time with films which were booked to play theatres in the Boston area.

The Boston and Maine Railroad as well as the Maine Central Railroad which also carries film to and from points in Maine failed to make any trip to Boston yesterday.

16 Openings in 10 Days for 'Greatest'

Yesterday Cecil B. DeMille's color in Technicolor "The Greatest Show on Earth" began its first two of 16 extensive pre-release openings in a 10-day period at the Centre Theatre, Buffalo, and at the St. Francis Theatre, San Francisco, and today will open at the Madison Theatre, Detroit; Paramount, Atlanta; Keith's and Metropolitan, Baltimore, and Ritz, Birmingham. During the rest of the 10-day period it will open at the Orpheum and Warner, Los Angeles; Paramount, Omaha; Capitol, Cincinnati; Boyd, Philadelphia; Paramount, Kansas City; Kentucky, Lexington; Liberty, Zanesville; Circle, Indianapolis.

Meanwhile, the film has been selected as the Picture-of-the-Month by the California State Congress of Parents and Teachers.

The need for copper scrap is urgent.
SAVE THOSE COPPER DRIPPINGS.

Reviews

"Hoodlum Empire"

(*Republic*)

"HOODLUM EMPIRE" is satisfactory entertainment, with a cast of solid names and able performers, placed in a story that is as timely and interesting as today's newspaper headlines which for weeks have been screaming about crime, corruption, and crime investigations clear across the country, with particular attention being given to the subject in the very heart of the Federal Government, in Washington.

Basically, the tale tells about the result of the public exposure of the machinations of a crime syndicate, a vicious ring. Bob Considine's story was molded dramatically and convincingly by associate producer-director Joseph Kane. Considine collaborated with Bruce Manning in writing the script which, in the light of past revelations, is completely believable. The message is simply that gangsters and crooks, once exposed, can no longer go about their dirty business without fear, and also that they cannot operate unless a gullible public supports them.

The cast is headed by Brian Donlevy, playing the Senator who heads the investigating committee; Luther Adler, king-pin of the "hoodlum empire"; Claire Trevor, an underworld beauty; Forrest Tucker, a thug with a killer instinct; John Russell, as the boy who breaks with his racket past, and Vera Ralston as a French girl who marries Russell.

When Russell returns from the Army, he decides to go straight, but Adler and his gang keep recounting his past associations. When the Senate committee goes after the gang, the mobsters try to implicate Russell, who is under suspicion. In the end, the gang destroys itself and Russell is cleared publicly.

Others in the cast are Gene Lockhart, Grant Withers, Taylor Holmes, Roy Barcroft, William Murphy, Richard Jaeckel, Don Beddoe, Roy Roberts and Richard Benedit.

Running time, 98 minutes. General audience classification. Release date, not set.

Newspaper Cuts Ad Rates for Theatres

BINGHAMTON, N. Y., Feb. 19.—In a rapidly expanding movement among the Gannett newspapers to assist the industry, Jim Burnett, advertising manager of the Binghamton *Press,* has offered the city's theatres the regular retail advertising rate. This new reduced rate plan will remain in effect one year to see how it works.

Burnett's action is one repercussion of the "sumposium" called recently by Francis Murphy, publisher of the Hartford *Times,* who felt that newspapers have much in common with film theatres and should do everything they can to help the industry out of economic slumps.

Meanwhile, in Rochester a conference between exhibitors and the local heads of the two Gannett newspapers, the *Times-Union* and the *Democrat-Chronicle,* is being arranged.

Murphy now is planning for late April a conclave of publishers and editors from Connecticut and Western Massachusetts at which would be spread "the gospel of newspapers helping the movies."

Murphy's philosophy, according to industry friends, is "strictly realistic"—he feels that lowered theatre attendance hurts all retail business in the town and eventually that must have an effect on retail advertising.

'Frisco Exhibitors, Operators to Meet

SAN FRANCISCO, Feb. 19.—Motion Picture Operators Local 162 will continue pact negotiations with local exhibitors at a meeting tomorrow. The meeting was set after copies of the union contract were sent to all local area theatre owners. Exhibitors decided to hold one big meeting with the operators and agreed that whatever was resolved at the meeting will be put into effect in all San Francisco theatres.

'Mirror' and N. Y. OMPI in Film Tieup

In cooperation with the Organization of the Motion Picture Industry of the City of New York, the New York *Daily Mirror* today will initiate as a reader service a directory of current and popular films. The directory, which will be published twice weekly, on Wednesdays and in the *Sunday Mirror* magazine section, "will for the first time offer capsule descriptions—not criticisms—of pictures playing not only in first-run Broadway houses but in neighborhood houses as well," according to a statement by the industry organization.

OMPI Is Urging

The OMPI is urging its 700 exhibitor members to support the promotion "with every means of exploitation including trailer announcements, theatre lobby displays, reprint mailings to patrons, blow-up displays in local food chains and newsstand posters."

Kamern and Feldun In New MGM Posts

Lee Kamern, manager in India for M-G-M, will be transferred to the top sales post in Italy. This position has been vacant since the death of Armando Massimelli last November. Kamern, one-time manager of the Astor Theatre on Broadway, has been a member of M-G-M's international division since 1945. Morton A. Spring, first vice-president of Loew's International, reported the Kamern promotion here yesterday. At the same time he said that Kamern's successor will be Leon Feldun, currently manager in Israel. Feldun's position will be filled by Bronislaw Landau, who before World War II was manager for M-G-M in Poland. His most recent position was as a branch manager in North Africa.

Memphis Theatres Unite, Cut Prices For 'Teen-agers'

MEMPHIS, Feb. 19.—Eighteen Memphis theatres today banded together and announced a reduced admission price for "teen-age" students.

The slash was about 40 per cent and varies according to price scales of various theatres. For example, where the adult admission price is 50 cents, the new student price will be 30 or 35 cents.

Student identification cards will be used, 15,000 such cards having been mailed to students from 12 years of age to those who are seniors in high school.

Theatres joining in this movement are the Luciann, Madison, Malco, Memphian, Normal, Rosemary, Roxy, Skyvue Drive-in, Summer Dirve-in, Airway, Bellevue Drive-in, Bristol, Crosstown, Hollywood, Idlewild, Lamar, Lamar Drive-in and the Linden Circle.

The cards expire on May 31 but may be renewed at that time at any of the theatres. The same card may be used at any of the 18 houses.

PSI Offers Film Packages to TV

A group of TV film packages is being made available by Prockter Syndications International, Paul White, president, disclosed here yesterday.

Among the projected films to be released is "Police Story," a semi-documentary half-hour action drama, which will be sold to CBS-TV. Available properties include 68 feature films; six TV film program packages, PSI claimed.

White also claimed that a syndicate of private financiers has been set up to support the production output of several unnamed top producers.

DuMont Move

(*Continued from page 1*)

applications are among the many issues in the Paramount hearings now going on before FCC hearing examiner Leo Resnick. Du Mont last week asked the Commission to sever its issues from the hearings immediately.

Today, Curtis Plummer, chief of FCC's broadcast bureau, filed a statement opposing the motion as "premature." Moreover, he said, the Commission's staff does not now have time to prepare findings on this point.

UPT and B. and K. said they thought the Du Mont motion would expedite the Paramount hearings and would be in the public interest.

The hearings, in recess today, will resume tomorrow with Paramount Pictures general counsel, Austin C. Keough, slated to testify.

See $70,000 for 'Vadis'

CHICAGO, Feb. 19.—"Quo Vadis," which opened at the Oriental theatre last week did very well over the weekend playing to capacity crowds Saturday and Sunday nights with an unusually small "break" at the start of the last show Sunday evening forcing the management to reshow the first reel after the last complete show. Present estimates point toward a $70,000 first week's gross.

A. T. & T. Seeks to Add Lines for Western Service

The long lines department of the American Telephone and Telegraph Company filed an application yesterday with the Federal Communications Commission for authority to provide additional channels for television service between Chicago, Omaha and San Francisco, it was announced here.

The additional channels will operate over the transcontinental microwave radio-relay system that now carries both telephone and television circuits and which was placed in service last August.

At present there are two channels for television, one in each direction, between Chicago and San Francisco, and an additional westbound channel in the Chicago-Omaha section. Of the three new channels planned, one will be placed in service late this year and will operate from Chicago to San Francisco. The other two channels will be placed in service in 1953 adding one channel from San Francisco to Chicago and one from Omaha to San Francisco. Upon completion of this project there will be five channels between Chicago and San Francisco available for full time television service; three westbound from Chicago and two eastbound from San Francisco.

The additional channels are planned to take care of increasing television requirements in both directions over this route. Also this backbone system will be used to feed cities in Oklahoma and Texas upon completion of a radio-relay system now being constructed from Kansas City to San Antonio.

Attack FCC Delays On TV Hearings

WASHINGTON, Feb. 19.—"If you postpone the theatre television hearings again, put them off to a date that you really mean to get started on."

That's the request which film industry spokesmen are informally making to Federal Communications Commission officials. Due to a delay in the FCC order lifting the TV freeze, it is believed that another postponement in the theatre TV hearings from the present March 10 date is virtually certain. Film industry officials are telling the Commission that the frequent postponements in the theatre TV hearings is making it very difficult to line up witnesses, and that any further postponement should be to a date far enough off that the Commission is certain to be ready to start at that time.

New José Reynoso Firm

MEXICO CITY, Feb. 19.—José Reynoso, veteran film man, has established a production company here, Industria Fílmadora de Anahuac. Its first picture will be a biography of Padre Pro, Catholic priest.

New Research Firm

Establishment of Research Arts, said to be the first central agency for providing technical advice and factual research for films, television and radio, was announced here by Dr. Paul Ilton, founder-director.

Television--Radio

Comment and Opinion

THE television board of the National Association of Radio and Television Broadcasters has approved $40,000 to cover the first year's administration of the new television code which goes into effect March 1. John E. Fetzer of Kalamazoo, Mich., operator of a TV station himself, heads the review board which consists of five members. Stations subscribing to the code will display on the air a seal to indicate their support of the code's standards. They cannot be applied too soon. Despite all the talk of a "clean up" of program material, off-color jokes continue and some of the top performers still delight in offensive characterizations. Fetzer's board has its job cut out for it.

☆ ☆ ☆

Six new cities in the South and Southwest—Miami, New Orleans, Houston, Dallas, Ft. Worth and Oklahoma City—are to be added to the live television network in time to receive the national political convention telecasts from Chicago. The A. T. & T. is speeding extension of its facilities to make a one-channel link available to those cities. Tulsa and San Antonio will join the network in time for Election Night.

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Quite a few programs on the air are celebrating anniversaries. NBC-TV threw a big party last week when the "Howdy Doody" show marked its 1,000th telecast. Credit must go to producer Roger Muir who made the three originating points blend smoothly into a gay occasion. Sections of the program came from New York, Hollywood and Chicago. . . . Also on NBC-TV, the "Original Amateur Hour" came up for its 900th telecast last night. 1952 marks the program's fifth consecutive TV year and its 18th year on radio. . . . It was quite a sentimental occasion Monday night when the 25th anniversary broadcast of Cities Service went on the air from Carnegie Hall. Edwin Franko Goldman directed the first show back in 1927. . . . The Camel News Caravan will celebrate its fourth anniversary on NBC-TV Friday, and on ABC-Radio, "Stop the Music" starts its fifth year of successive broadcasts. . . . The Voice of America is 10 years old this week.

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It has taken some months for the Ezio Pinza Show over NBC-TV to get organized and establish a format to fit the talents of its star performer. Pinza now obviously has found his bearings, for his program last week was well organized and a delight to the ear. As his guest, Patrice Munsell was charming. Since Pinza hails from opera, and Miss Munsell is a star of the Met, their duets from "Don Giovanni" hit the spot. The show now has a pleasant pace and last Friday mixed in a few chuckles with the musical enjoyment.

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In that same vein, NBC-TV's opera program last week, presenting Puccini's "The Cloak," was a gem in its own way. It was undoubtedly the best presentation in the series so far and suffered only from sound limitations. It's too bad that these operatic shows are scheduled at so late an evening hour.

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People in the News: Mort Weinbach named national director of television operations for the American Broadcasting Company. He has been with the network since January, 1951. . . . President Truman to open the 1952 American Red Cross Fund Campaign for 1952 with a message that will climax a half-hour show over the radio and TV networks. . . . Robert Leder is the new national radio spot sales manager for NBC.

☆ ☆ ☆

Radio Row: Many of the top radio stars may be deserting the medium next year, but meanwhile AM is still going strong. Edgar Bergen's show over CBS Sunday had a lot of laughs. . . . James Stewart giving a great performance on The Theatre Guild on the Air. . . . "Hollywood Star Playhouse" starting next Sunday over NBC Radio. . . . WNBC in New York getting thousands of thank-you letters in recognition of its all-night music program which started February 1. . . . "Life with Luigi," with J. Carrol Naish over CBS doing a consistently fine job. . . . Bing Crosby a pleasant replacement for Walter Winchell over ABC Sunday. . . . Finalists in the Philip Morris Collegiate Acting Competition appeared on CBS Sunday night to determine a winner. None sounded particularly impressive, which was in part due to the play.

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Television: The FCC now says it will lift its freeze on new TV stations the middle of next month. In cities where there is no contest, channel allocations could be made by July.

FRED HIFT

Eidophor Show to Use 20th TV Station

Twentieth Century - Fox plans to utilize its experimental one-tenth watt television station in New York in conjunction with its projected demonstration of Eidophor, Earl Sponable, 20th-Fox research director, disclosed here.

The station, which was authorized a few years ago by the Federal Communications Commission for experimental theatre TV relay purposes, will be used as an alternate transmission facility from the Fox-Movietone studio to the company's projection room, two blocks away, where the demonstration will be seen.

Eidophor Plans

(*Continued from page* 1)

on separate production phases of the system. The projection equipment will be produced abroad while the electronic equipment will be made in the U. S. by General Electric, under 20th-Fox contract.

Spyros P. Skouras, 20th-Fox president, who is en route to Zurich, is expected to give a final okay before the equipment is shipped here by air freight by the end of this month. The demonstration of Eidophor in 20th-Fox's home office is now set for mid-March, Sponable said.

Sponable, expressing optimism that the National Production Authority would lift the color theatre television ban, indicated that the prohibition has not affected current Eidophor plans, which are proceeding as scheduled. Regarding the many delays in the Eidophor demonstration, Sponable explained that they were caused by 20th-Fox's determination to convert the system's power supply from the European 50-cycle standard to the American 60-cycle before shipping the equipment to the U. S.

Fox-Movietone studios here will be utilized as the stage for the forthcoming demonstration, Sponable said, adding that both camera equipment and projection booth of the home office are now ready for the planned telecasting of a three-quarters of an hour show. Talent, he explained, is being lined up.

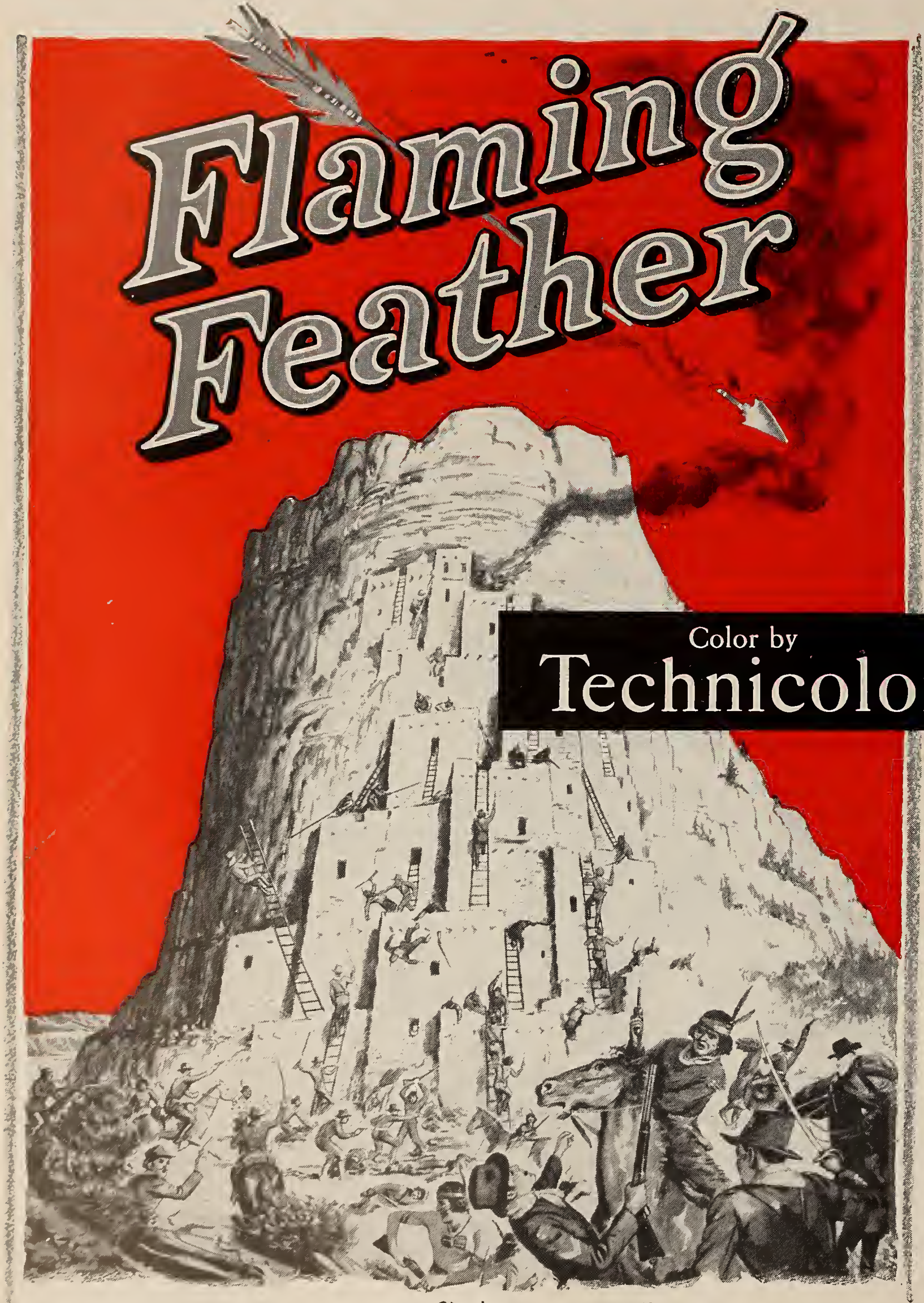
Sponable said the demonstration would not include a remote pick-up, pointing out the emphasis which Skouras places on studio shows as the correct theatre TV programming fare.

TV Academy 'Emmy Awards' to TV's Best

HOLLYWOOD, Feb. 19. — In ceremonies telecast locally over ABC-TV, the Academy of Television Arts and Sciences voted "Emmy awards" to "Your Show of Shows" and to Imogene Coca as the best actress and to Sid Caesar as the best actor. Red Skelton was voted the best comedian and his show the best comedy show. "Studio One" was voted the best dramatic program.

Special achievement awards went to A. T. & T. for its micro-wave relay, to Senator Kefauver for outstanding public service, and to NBC's Jack Burrell for his battery-powered mobile pick-up unit.

IT'S BIG PARAMOUNT BOXOFFICE ACTION!



Color by
Technicolor

Nat Holt's standout outdoor hit with something *different* added. Danger-defying camera crews scaled precipitous canyons to film its exciting story of the pioneer heroes who subdued the last savage Arizona cliff tribes...

Trade boys so impressed they tag it:

"STRONG BOXOFFICE!"
—*Showmen's T. R.*

"TOP BUSINESS!"
—*Boxoffice*

"RATES HIGH!"
—*Film Daily*

"RICHLY SATISFYING!"
—*M. P. Herald*

Starring
STERLING HAYDEN · FORREST TUCKER · ARLEEN WHELAN · BARBARA RUSH · VICTOR JORY · RICHARD ARLEN
with EDGAR BUCHANAN • Directed by RAY ENRIGHT
Story and Screenplay by GERALD DRAYSON ADAMS
Additional Dialogue by FRANK GRUBER • Produced by NAT HOLT

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 36 NEW YORK, U.S.A., THURSDAY, FEBRUARY 21, 1952 TEN CENTS

Insider's Outlook

By RED KANN

THE industry has survived greater outrages than the one set in motion by the report of the House Un-American Activities Committee. It will survive this one, too, because its strength—incontestable, irrefutable and unchallengeable—is in the clear measure of its performance.

The House Committee finds efforts were made by Communists to influence film content. But no matter what dialectic plots may have been brewed in Hollywood, they collapse unless the net result ultimately reveals itself on the screen. Eric Johnston, speaking for the industry, does not deny the attempt was made. But he does deny it got places, and the record of performance bears him out. It is well to note again what he has to say in this defiant language:

". . . no where in the report is there a shred of evidence that Communists ever succeeded in influencing the content of a single motion picture made by any of our members [of the Motion Picture Association]. We have offered to show the committee any film it wanted to see. The committee in 1947 reported not a single picture of ours that contained Communist propaganda. It has reported none since. As there is no un-Americanism in our pictures, the committee should do the fair and honorable thing and stop this accusation."

Are we beginning to learn how to fight back?

■

UPBEAT note, courtesy of the news columns: Twin Cities and Minnesota business "absolutely amazing" in recent weeks, reports Charlie Winchell of Minnesota Amusement whose holdings are widespread enough to recognize a trend when they find one. Kentucky exhibitors cheerful as all get-out on prospects for '52. Across the line in Canada, Famous Players Canadian declares an extra 20-cent dividend, so good was '51.

Damage Suits Vs. Para. Total $292,000,000

WASHINGTON, Feb. 20. — One hundred and forty-one anti-trust cases. involving damage claims of $292,842,834. were pending against Paramount Pictures at the end of 1951, a Federal Communications Commission hearing was told today.

Paramount general counsel Austin C. Keough, taking the stand before hearing examiner Leo Resnick in the FCC's catch-all Paramount hearings, gave a detailed description of all past and present anti-trust actions against the company. From 1920 through the end of 1951, he declared, 531 government and private anti-trust suits were filed against Paramount, its subsidiaries, or local management. These also include suits in which other distributors were co-defendants with Paramount, he said.

Keough broke the suits down into

(Continued on page 4)

Republic's '51 Net Down to $646,404; Gross Revenue Up

A consolidated net income balance of $646,404 was reported yesterday by Republic Pictures for the fiscal year ended last Oct. 27. The result compares with net income of $760,574 for the preceding fiscal year.

Gross revenue for the fiscal year 1951 amounted to $33,409,612, compared with $30,310,748 in the previous year. Total current assets at the end of the last fiscal year amounted to $14,483,620, and total current liabilities were $5,842,422.

In his annual report to stockholders,

(Continued on page 5)

Re-elect Columbia's Board of Directors

A nine-man board of directors was re-elected at yesterday's annual meeting of Columbia Pictures Corp. stockholders, held at the company's home office here.

They are: Harry Cohn, Jack Cohn, A. Schneider, Leo M. Blancke, N. B. Spingold, A. Montague, Donald S.

(Continued on page 4)

COMPO REPLY TO 'RED' CHARGE DUE

Committee Is Drafting Answer; May Circulate It Via Theatre Screens

The Council of Motion Picture Organizations board yesterday took its first step toward issuing a public attack on the recent report of the House Un-American Activities Committee that the industry has not taken pains to check Communism within its ranks.

A committee, headed by Leonard Spigelgass, and including Eric Johnston, Gael Sullivan and Trueman Rembusch, was named by COMPO president Ned E. Depinet to draft a resolution assailing the House group's indictment. The resolution is due to be submitted today for the approval of the board.

Apart from this, the board received from Sullivan the suggestion that COMPO sponsor the production of a trailer which would bring to theatregoers across the country a message emphasizing that the House Committee's report was "misleading and unfair." Action on the suggestion may be taken today in conjunction with the discussion of the resolution which the Spiglegass committee will present.

Naming of the committee by Depinet followed an appeal by Spigelgass that "we in Hollywood need your help" in consequence of the "damage"

(Continued on page 5)

Compo Committee to Weigh Tax Fight

Ned E. Depinet, COMPO president, yesterday indicated at the COMPO board meeting here that he will name a committee to work out an industry program for fighting admission taxes.

This met with the approval of Gael Sullivan of TOA, and Wilbur Snaper of Allied, both of whom outlined the anti-tax positions of their respective organizations. Sullivan said TOA will not name its own anti-tax committee until after the COMPO committee reports.

Cost of New COMPO Projects Estimated At About $900,000

The Council of Motion Picture Organizations has $26,939 cash on hand, according to a report prepared for the annual COMPO board meeting here yesterday by Herman Robbins, treasurer.

Arthur L. Mayer, retiring executive vice-president of COMPO, estimated the cost of proposed future COMPO projects at approximately $900,000, some of which would be de-

(Continued on page 4)

9 TOA Units, 18 Allied, in COMPO

Theatre Owners of America, which is made up of some 28 regional organizations, compared with 20 Allied States' Units, has nine members in the Council of Motion Picture Organizations against Allied's 18 it was brought out yesterday at the opening session of the two-day annual COMPO meetings here.

There are a total of 28 organiza-

(Continued on page 5)

Myers Calls House Report 'Unfair'

Washington, Feb. 20. — Allied States Association general counsel Abram F. Myers attacked the recent House Un-American Activities Committee report on Hollywood as "grossly unfair," but added that the motion picture industry is partly responsible in that it did not do a better job of publicizing its actions to free Hollywood of Communist influence.

ALL HAIL "THE African QUEEN!"
Greatest Reviews Ever!
Another BIG ONE thru UA
HUMPHREY KATHARINE
BOGART · HEPBURN
Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR

Indicates Britain Would Like Film Financing Continued

LONDON, Feb. 20.—In a statement to the House of Commons today, Peter Thorneycroft, president of the Board of Trade, indicated that the government would like to see the National Film Finance Corp. continued, and will endeavor to find money for it for that purpose, but apparently has no Budget funds earmarked for it.

Replying to a question put by Tom O'Brien, M.P., and head of the National Association of Theatrical and Kine Employes, Thorneycroft said: "The operations of the Film Finance Corp., with other measures designed to put British film production on a profitable basis, undoubtedly caused appreciable improvement in the industry's prospects. However, this progress needs to be consolidated. For this purpose, the corporation may need further capital.

"The government has decided to introduce legislation to enable a sum up to £2,000,000 ($5,600,000) to be borrowed from non-governmental sources. Meanwhile, there will be no interruption in the work of the corporation."

Since banks and other financing houses here still are largely reluctant to finance film production, the situation seems to imply that some form of governmental guarantee will be required if NFFC is to obtain the new funds with which to continue.

AFL Film Council to Strike ATFP Plants

HOLLYWOOD, Feb. 20.—Alliance of Television Film Producers, comprising 10 leading producing companies, ran into double labor trouble today.

The first trouble came when the AFL Film Council, which includes IATSE, voted last midnight to strike ATFP plants this morning over the organization's refusal to sign a contract binding telefilm producers to pay the same labor rates as charged theatrical film producers. The strike, dubbed service-withholding, was lifted early today when ATFP agreed to meet the principal wage demand and negotiate remaining points of the contract, with a March 19 deadline.

Second trouble came early this morning when the Screen Writers Guild unanimously voted strike action against ATFP members, to be implemented March 10, for refusal to enter negotiations on a minimum basic agreement covering compensation and working conditions for writers. SWG had requested such negotiations Jan. 16 and set a Feb. 15 deadline.

The need for copper scrap is urgent.
SAVE THOSE COPPER DRIPPINGS.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Washington's Birthday, a legal holiday.

Personal Mention

NED E. DEPINET, RKO Radio president, will fly to the Coast from here Tuesday for conferences with HOWARD HUGHES and C. J. TEVLIN.

•

ROY ROGERS entered California Hospital in Hollywood yesterday for treatment of a lung congestion incurred on his Texas personal appearance tour.

•

HUGH OWEN, Paramount's Eastern-Southern division manager, left here yesterday for Boston.

BARNEY BALABAN, Paramount president, will leave here for Florida over the weekend.

•

GEORGE MURPHY arrived here last night from Hollywood to receive the 52 Association's Medal of Honor at the Waldorf-Astoria Hotel tomorrow night.

•

LOU BERG, film and television editor of *This Week*, will leave here today for Hollywood.

Warners to Sell Non-decree Houses

In addition to Warner theatres which must be divested under the consent decree, the company is negotiating for the sale of a "substantial number of other theatres," stockholders were told at their annual meeting in Wilmington this week.

Eleven Warner theatres have been disposed of to date under the decree and contracts have been entered into for the disposition of seven more. The Warner decree requires the divestiture of 54 theatres within two years.

Since Dec. 31, 1951, contracts have been entered into for the sale of six theatres, including two subject to divestiture, referred to above.

Realart Sales Meet Here on March 1-3

A sales meeting of Realart Pictures franchise holders will be held here at the Warwick Hotel on March 1-3. Presiding will be Jack Broder, president and chairman of the board of Realart and Broder Productions, who will arrive here from the Coast next Thursday.

The agenda calls for sales discussions on the four Broder pictures now in release, as well as the announcement of new product to be made for 1952. Assisting Broder will be Budd Rogers, executive vice-president; Jack Schlaifer, vice-president in charge of sales, and Carroll Puciato, vice-president in charge of exchange operations.

The HERALD INSTITUTE of Industry Opinion

The February Report of
The HERALD INSTITUTE
of Industry Opinion
will appear in
this week's issue of
MOTION PICTURE HERALD

NEWS in Brief . . .

ALBANY, N. Y., Feb. 20.—Chris Pope, Schine booker, who will be transferred to Buffalo next week as successor to Myron Gross, was given a dinner by exchange managers and bookers here. Speakers were: Raymond Smith, Warner manager, Alfred Marchetti, Universal booker, and Pope. His successor, Ray Pollack, at present short subject booker, was introduced.

Gross resigned to take a position with a Buffalo film buying-booking organization.

•

Nick Tronolone, for 15 years vice-president in charge of production for Pathe Laboratories, Inc., has resigned and "plans to leave shortly for a much needed rest," Pathe announced here yesterday. A successor has not been selected.

•

Max E. Youngstein, vice-president of United Artists, will return to New York tonight by plane from Hollywood after a 10-day visit during which he viewed "Saturday Island," "High Noon," "The Fighter" and other forthcoming UA releases.

•

The importance of theatre television, third dimensional pictures and scientific research to the industry was emphasized in an address yesterday by Gael Sullivan, executive director of the Theatre Owners of America, at a meeting of the New York Film Board of Trade.

•

WASHINGTON, Feb. 20.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, will be sworn in tomorrow in Atlanta as head of the Office of Price Stabilization. Arnall is slated to report for work on his new job here on Monday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

A GIRL IN EVERY PORT
An RKO Radio Picture starring
GROUCHO MARX
MARIE WILSON
WILLIAM BENDIX
in Person
GENE KRUPA
And His Orchestra
THE FOUR ACES
PHIL FOSTER
Extra
POLLY BERGEN
PARAMOUNT
Midnight Feature Nightly

WALT DISNEY'S
SNOW WHITE
and the SEVEN DWARFS
Color by Technicolor
CRITERION BROADWAY AND 45TH STREET

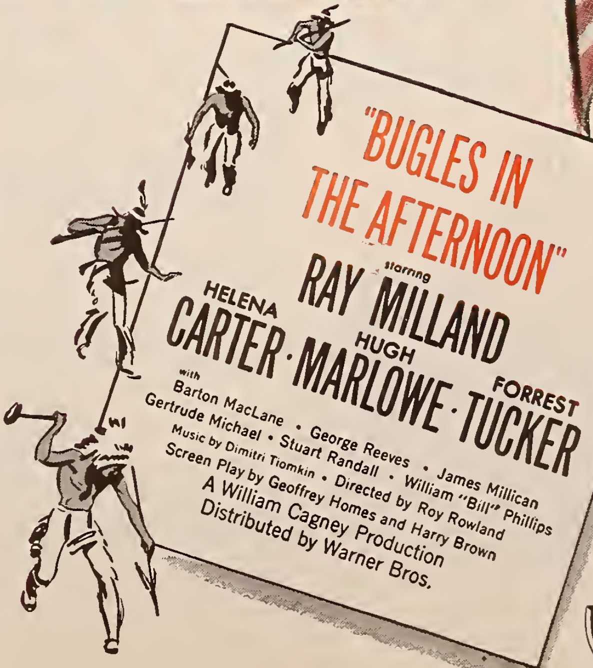
MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

You'll hear the sound of a new triumph in showmanship when Warner Bros. open

BUGLES IN THE AFTERNOON

COLOR BY TECHNICOLOR

with the loudest fanfare in the Salt Lake territory's history on February 28th!



"BUGLES IN THE AFTERNOON"

starring

RAY MILLAND

HELENA CARTER · HUGH MARLOWE · FORREST TUCKER

with Barton MacLane • George Reeves • James Millican
Gertrude Michael • Stuart Randall • William "Bill" Phillips
Music by Dimitri Tiomkin • Directed by Roy Rowland
Screen Play by Geoffrey Homes and Harry Brown
A William Cagney Production
Distributed by Warner Bros.

Para. Suits

(*Continued from page* 1)

15 different categories, including the category of pending suits. In suits already terminated, he indicated, Paramount paid less than $7,000,0000 damages out of about $185,000,000 damages claimed.

Nine suits were tried and decided in favor of the government, including five consent decree settlements, Keough said. Ninety private suits were dismissed for lack of prosecution or were discontinued or abandoned by the plaintiff. In 21 cases, Paramount's demurrer was sustained, and seven others were dismissed on Paramount's motion. Six cases were dismissed as to Paramount, though continued as to other defendants.

Thirteen cases, involving claimed damages of $23,628,000, were tried and decided in favor of the defendants and settled for $388,650, Keough continued. Another nine, involving claims of $518,000, were decided in favor of the plaintiff and settled for $430,000.

Greatest damages involved came in some 184 cases settled before trial, Keough said. In these cases, over $150,000,000 was claimed, and Paramount actually paid slightly less than $6,000,000. Forty more cases were tried and settled in favor of the defendants with nothing paid; these cases involved about $9,000,000 of damage claims. Eleven private cases were tried and decided for plaintiffs, but no damages were involved.

Keough gave the hearing a detailed history of Paramount's trade practices and bankruptcy proceedings, in addition to its anti-trust litigation.

Cost of New Projects

(*Continued from page* 1)

frayed by the Motion Picture Association of America independent of its regular COMPO dues and by the earnings of a proposed new series of industry goodwill short subjects.

The treasurer's report, which covered the period from Aug., 1950, to Feb., 1952, listed receipts totaling $205,619 and disbursements amounting to $182,059.

Last Appearance

In his annual report, the delivery of which he described as "my last appearance before you as COMPO's executive vice-president," Mayer estimated that preliminary research by COMPO into the industry's present difficulties, economic and otherwise, would require $30,000. He said the maintenance of a national speakers bureau would cost $25,000, and that a much-needed COMPO library embodying a cross-filing bureau and publicity aides would mean the expenditure of $20,000 yearly.

Mayer proposed again the production of a series of industry goodwill short subjects. "We asked the trustees of the industry's previous short subject project, through their treasurer, that we be entrusted with the $40,000 left over from that eminently successful venture—to use it as a nest egg to start the production of a new series of this nature," Mayer explained.

"Apparently," he continued, "there has been some misunderstanding that COMPO is asking for this money for itself. On the contrary, the $40,000 belongs to every exhibitor who played the previous short subjects and should be maintained as a revolving fund for their benefit. All that we ask is that any profits accruing from making a series of this nature be applied to maintaining our other public relations activities. If my figures are correct, a series of 12 shorts could yield a profit of $240,000, enough to pay for research, speakers bureau, library, round table, admission tax fight and all of COMPO's operating expenses. We could kill two birds with one stone—we could use our screens, and I trust this time television, and schools and churches to sell ourselves to the public and at the same time secure the necessary funds for a COMPO program in the most painless possible manner."

Long Term Project

Mayer added that "at best" this would be a long term project "and if the program I have proposed seems desirable, we need at least $200,000 to implement it: $100,000 from exhibitors, $100,000 from distributors; certainly not a staggering sum for the motion picture industry."

Later, following a long discussion of Mayer's proposal for a short subjects program, the COMPO board passed a resolution requesting the 30 trustees of the $40,000 earned previously to make that sum available for the production of a new series of industry shorts which would resemble those made two years ago and would be played by exhibitors on the same basis as before.

Mayer said he had discussed with the MPAA sales managers committee COMPO dues collections, and that the latter suggested that the one-tenth of one per cent charge should be replaced by dues varying with the size and location of each theatre. He asked that a new finance committee be named to work with Ben Kalmenson of the MPAA group in exploring this idea.

Mayer indicated also that it would take $250,000 to finance an industry exposition of production operations in various U. S. cities, as has been suggested by the exhibitors of New York City. The latter, Mayer said, have put up $7,000 as a deposit to reserve space for such an exposition in the Grand Central Palace here.

Over $300,000 was raised by exhibitors to handle the local expenses of the "Movietime U. S. A." drive last year, Mayer reported. Meanwhile, he added, the MPAA has pledged $150,000 for new "Movietime" star tours, and $350,000 to finance another industry advertising campaign in connection therewith. He said the company presidents recently voted to transfer to COMPO all funds not expended on the "Movietime" campaign. "These have already amounted to $24,827 and there may be approximately $18,000 more," Mayer told the meeting.

Declare Loew's Dividend

Directors of Loew's yesterday declared a regular quarterly dividend of 37½ cents per share on the company's common stock, payable on March 31 to stockholders of record on March 12.

Col. Board

(*Continued from page* 1)

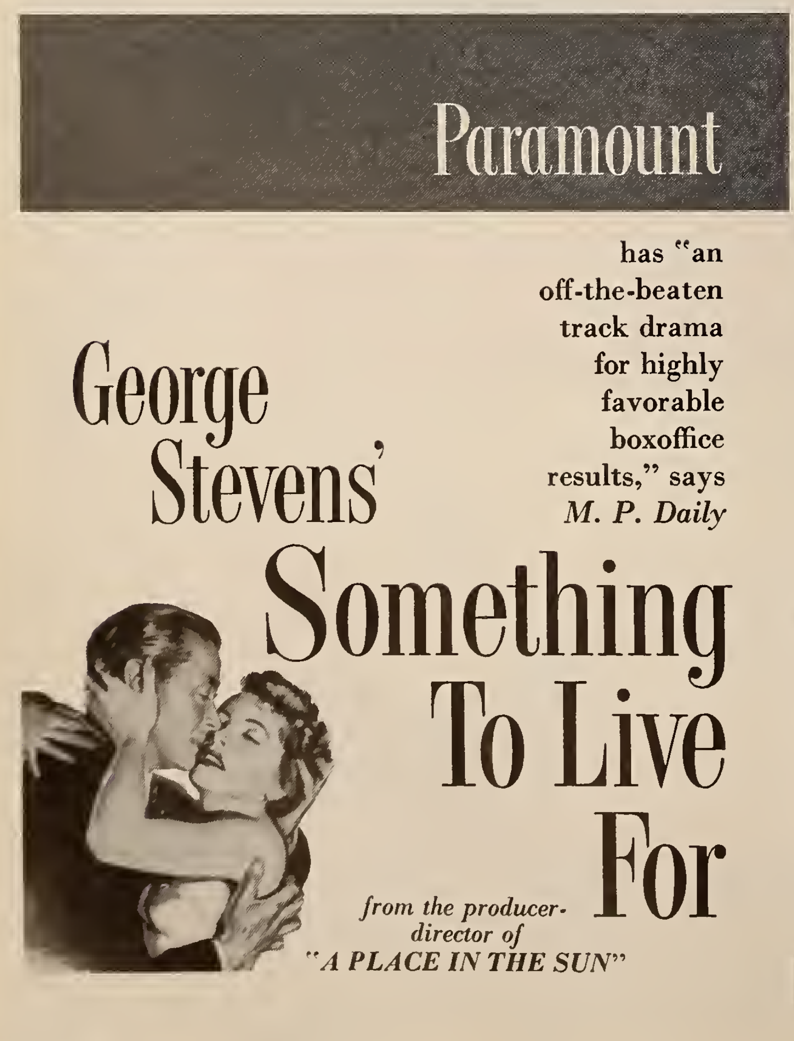
Stralem, Henry Crown and Arnold M. Grant.

Stockholders also approved the stock option of Irving Briskin, Columbia studio production head; the amendment to the existing option for common stock to A. Schneider, vice-president and treasurer; a similar amendment for Joseph A. McConville, president of Clumbia Pictures International Corp.; and an amendment to the employment contract of Nate B. Spingold, vice-president in charge of advertising and publicity.

In response to a query from the floor regarding future earnings of the company, vice-president and treasurer Schneider estimated that earnings in the second quarter of this year will double that of the first, but total earnings for the six month period ending last December would be less than last year. Second quarter earnings were estimated at 30 cents per share of common stock outstanding or $201,180, compared to 15 cents per share earned in the first quarter.

Executive vice-president Jack Cohn, commenting on the government anti-trust suits, stated that the effect broadened the U. S. market for Columbia Pictures.

Responding to another question, Schneider said that Columbia would not eliminate low-budgeted pictures, described by him as necessary to supplement theatre programs. He pointed out that some low-budgeted pictures realize big grosses in comparison to the money invested in them. Both Schneider and Cohn emphasized the line-up of big pictures which they saw boosting company receipts by the end of the fiscal year.


Paramount
has "an off-the-beaten track drama for highly favorable boxoffice results," says *M. P. Daily*
George Stevens'
Something To Live For
from the producer-director of
"A PLACE IN THE SUN"

Make another killing with that "Mob" man — Broderick Crawford!
STAR-GAZETTE
THEY'LL SEE
THRILL SELLERS
in
SCANDAL SHEET
A COLUMBIA PICTURE

9 TOA Units

(*Continued from page* 1)

tions represented on the COMPO board. These include the original 10 charter member organizations and groups, the Allied and TOA units and two units of the Western Theatre Owners, formerly the Pacific Coast Conference of Independent Theatre Owners.

Allied and TOA, under the revised COMPO by-laws each have named seven additional COMPO board members, all of whom were represented at yesterday's meeting either in person or by proxy. The seven members-at-large, which were to be named from among virtually all COMPO member groups, have not yet been designated, but are expected to be named at another COMPO board meeting in the near future, it was reported.

It was reported also that Ben Kalmenson of Warner was named by MPAA to represent it on the COMPO board in place of William R. Rodgers.

Allied Arbitration Plan to Co. Heads

WASHINGTON, Feb. 20. — Allied States Association's proposed arbitration plan is now in the hands of distributor company presidents and other top distribution officials.

General counsel Abram F. Myers revealed that copies of the plan went in the mail last night, with a request that the company presidents appoint a committee promptly to call an arbitration conference with Allied and other interested industry groups.

COMPO Reply to Charges

(*Continued from page* 1)

wrought by the Un-American Activities group. Johnston also addressed the board on the Un-American report, hitting the document as "unfair and misleading," as he did in a public statement recently. The MPAA president encouraged the COMPO board to take action against the report, and pointed out that the legislative group failed to offer proof that "Red" propaganda has appeared in films from Hollywood.

The board discussed pending proposals for the holding of an industry exposition, round-table conferences, business-building contests, cooperation with the government in civil defense, a possible admissions tax fight and possible production of a new series of industry goodwill short subjects.

The trade press was barred from the board meeting after Depinet and Arthur L. Mayer, COMPO executive vice-president, both of whom evidenced willingness to admit the newsmen, received a negative reaction from other board members.

It was "generally agreed" at the meeting that another industry round-table conference should be held next July 23 in Hollywood, with distribution participating, as well as exhibition and production. H. V. (Rotus) Harvey, chairman of the round-table committee, was instructed to make plans for the seminar.

Depinet noted that there was a large body of opinion which believed that the holding of an exposition would be too challenging a task. Action was reserved on that subject.

The board approved the suggestion of Robert W. Coyne, COMPO special counsel, that the industry refrain from pressing for a government "essential" rating at this time, since newspapers, radio and television still are "in the same boat" with motion pictures, thus signifying that there is no discrimination against the film industry in this respect.

'Movietime' Plans Discussed

"Movietime U. S. A." plans in general also were discussed, but no board action was necessary since arrangements for the coming star tours and for advertising program are progressing under the supervision of COMPO administrators.

Depinet pointed out that the industry appears to have "lost touch" since the last war with ways and means of cooperating in civil defense. He urged that steps be taken by COMPO to correct this.

In his report to the meeting, Mayer observed that concerning COMPO "everybody paid and still pays lip service to unity. Very few pay more."

He reviewed the organization's activities of the past year, including its refutations of the *Life* magazine attack on the industry, its success in promoting favorable articles in *Look, Coronet, Cue, American, People Today,* and other periodicals.

After citing these and other COMPO achievements and presenting a program for the future, Mayer said:

"The future is in your hands. It will be decided at this meeting, today and tomorrow. If you don't really believe in the benefits of united action, let's call it off and call it off at once. Call it off forever. We have more than enough money in the treasury to pay off everybody, to settle our bills and to settle COMPO. Personally, I think that would be a colossal blunder and a terrible commentary for all the world to read, on our lack of leadership and our lack of statesmanship, but it would be less of a disaster to all of us than to maintain an industry organization ineffective and insignificant, hat in hand, constantly begging for support, neither honored nor respected in our own ranks and consequently without honor or respect in the ranks of others."

Republic Net

(*Continued from page* 1)

Herbert J. Yates, president, notes that the company's indebtedness to banks was reduced during the year to $1,805,546, compared with indebtedness of $3,086,100 at the end of the previous fiscal year. Yates adds that foreign operations improved during the year, with current assets of foreign subsidiaries increasing to $2,260,256 last year, compared with $1,697,477 the previous year.

Yates' report states that efforts to effect the removal of restrictions "which had prevented us from releasing our pictures to television" were successful in late 1951, and Republic organized Hollywood Television Service and acquired Major Film Laboratories to engage in TV activities.

PARAMOUNT TRADE SHOWS
*Tuesday, Feb. 26, 1952
• • •
JOSÉ FERRER
in
A PERLBERG-SEATON Production
"ANYTHING CAN HAPPEN"
Co-starring
Kim Hunter
with KURT KASZNAR • Produced by WILLIAM PERLBERG
Directed by GEORGE SEATON
Written for the screen by
GEORGE SEATON and GEORGE OPPENHEIMER
From the book by George and Helen Papashvily

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	7:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 400 North Preston Street	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	3.30 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2:30 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	10 A.M.
JACKSONVILLE	FLORIDA STATE THEA. SCREENING ROOM, Florida Thea. Bldg.	7:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
*NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	11 A.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	11 A.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	2:30 P.M.

* *NOTE: Will be shown on Monday, February 25th, only in New Orleans.*

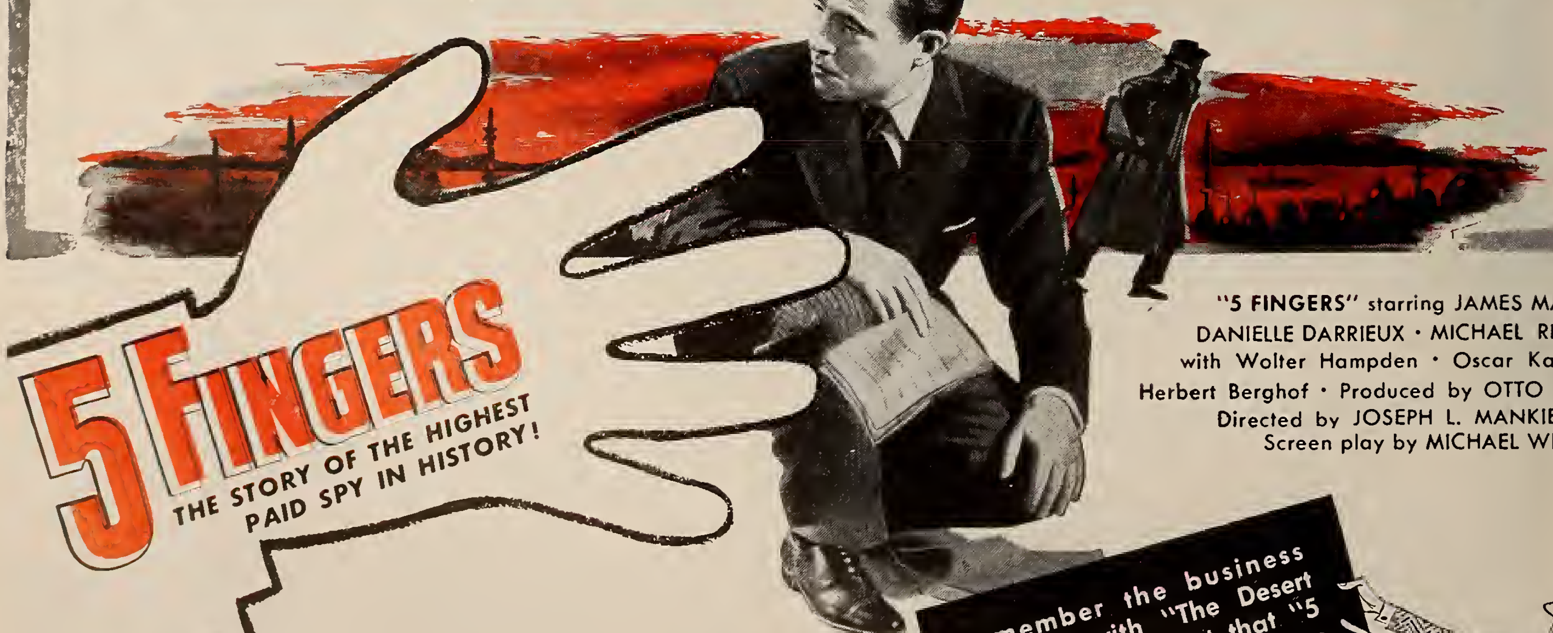
TERRIFIC

IS 20th CENTURY-FOX'S THRILL-PACKED "5 FINGERS"!

SENSATIONAL

IS JAMES MASON AS THE FABULOUS SPY WHO SOLD TO THE ENEMY THE SECRETS OF THE TEHERAN CONFERENCE AND THE TIME AND PLACE OF THE D-DAY LANDINGS!!!

IT'S ALL TRUE!! *FILMED ON THE STREETS OF ANKARA AND ISTANBUL!*


5 FINGERS
THE STORY OF THE HIGHEST PAID SPY IN HISTORY!

"5 FINGERS" starring JAMES MASON
DANIELLE DARRIEUX · MICHAEL RENNIE
with Walter Hampden · Oscar Karlweis
Herbert Berghof · Produced by OTTO LANG
Directed by JOSEPH L. MANKIEWICZ
Screen play by MICHAEL WILSON

Remember the business you did with "The Desert Fox"! It's no secret that "5 FINGERS" will pay off even better than that! Screen It!

There's No Business Like 20th Century-Fox Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 37 NEW YORK, U. S. A., MONDAY, FEBRUARY 25, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE current issue of *Life* magazine returns, in a full page editorial to the subject of "Hollywood and TV" with as confused and confusing a hodge-podge of observations, canards and misinformation as distinguished its first essay on the subject last August.

Its purpose, apparently, is to cover up the embarrassment of *Life's* editors over the continuing healthy presence of the "corpse" which they laid to rest some six months ago. That and, perhaps, an attempt to explain to some of their presumably bewildered readers how the "corpse" escaped from the grave and continues to light up the main streets of every city and village in the world with its blazing marquees, its colorful posters and its merchandise of cheer, romance and information.

•

The new editorial sounds as though *Life's* editors are most resentful that the industry has not obliged them by folding up.

It terms the elder one a "diagnosis" of the motion picture-television problem.

If it was, the diagnostician concluded that the motion picture patient was suffering from an incurable malady and all that remained was to call in the undertaker.

The pretense of *Life's* current position is that there was no such ghastly mistake made by it last August. The ills of the industry, it now suggests, are attributable to other and different afflictions.

For example, *Life's* editorial now states: "It would be too much to say that Hollywood has stopped making stereos and stinkers; it hasn't." It also accuses "23,000 movie theatres" of blackmail and conspiracy to prevent the sale of films to television. Also, it flatly asserts that Hollywood's "Elder Statesmen" have no heart for any contest with television competition.

Whether innocently misguided or deliberately determined to provoke and injure motion pictures, *Life's* current editorial further garbles the record. It is a disservice to its readers and merits only the scorn of the motion picture industry.

Compo Urges 'Red' Charges Be Corrected

The resolution adopted by the Council of Motion Picture Organizations at its meeting here on Thursday "demands" that the House Committee on Un-American Activities "correct at once the injustice its report has done to the good name" of the industry and its members.

The committee's report criticized the industry for allegedly being dilatory in ridding Hollywood of Communists and inferred that Communists

(*Continued on page* 4)

20th-Fox to Ask For Review of Brookside Case

An application for a review of the Brookside judgement which awarded $1,225,000 to the Kansas City Brookside Theatre in its trust suit against eight distributors will be made to the U. S. Supreme Court within the next few weeks by 20th Century-Fox.

A spokesman said company attorneys will seek a writ of certiorari

(*Continued on page* 2)

SKOURAS ELECTED COMPO PRESIDENT

What the COMPO Meeting Did

Refuted, and demanded a correction of the House Un-American Activities Committee's criticism of the industry on Communism.

Elected Spyros P. Skouras president, succeeding Ned E. Depinet.

Approved a new method of levying dues.

Authorized a committee to study the advisability of conducting a campaign to reduce the Federal admission tax.

Canvassed plans for future activities.

$437,000 Columbia 26-Week Profit

Columbia Pictures' net profit for the 26-week period ended Dec. 29, 1951 was $437,000, compared to $660,000 in the same period in the previous year, a comparative estimated consolidated statement discloses.

Operating profit was $572,000, compared to $1,160,000 for the same period

(*Continued on page* 2)

Succeeds Depinet; No Executive V-P Named; TESMA-TEDA Admitted

By CHARLES L. FRANKE

Spyros P. Skouras, president of 20th Century-Fox, on Thursday was elected president of the Council of Motion Picture Organizations at the closing session of the two-day annual meeting here. Word of his election was cabled to Skouras, who is in Zurich, Switzerland, on business.

Spyros Skouras

In another action, the COMPO board adopted a resolution indicting as "unfair and unjust" the report of the House Un-American Activities Committee on communism in Hollywood, and demanded that the injustice done be corrected at once.

Herman Robbins was elected COMPO treasurer and Sidney Schreiber, secretary. Election of a successor to Arthur L. Mayer, executive

(*Continued on page* 4)

O'Donnell and Cole Head Admission Tax Committee of Compo

At the final session on Thursday of the two-day Council of Motion Picture Organizations' meeting here, Ned E. Depinet, retiring president, named Robert J. O'Donnell and Col. H. A. Cole, both of Texas, national co-chairmen of a committee which will explore the advisability of an industry campaign against admission taxes.

Also named by Depinet were the following who will serve as regional chairmen of the committee: Morton Thalhimer, Virginia; Trueman T. Rembusch, Indiana; Nathan Yamins, New England; Harry Brandt, New

(*Continued on page* 2)

Compo Adopts a Flat-Rate Dues Assessment Program

A new assessment arrangement stipulating flat-rate payments by individual theatres based on seating and car capacity was adopted by the Council of Motion Picture Organizations board on Thursday, the final day of the two-day annual COMPO meetings here.

Distributors will match the exhibitors' dues payments, as was the case under the financing system which has been replaced. The former system, which proved to be ineffective for the most part, called for exhibitor contributions of one-tenth of one per cent of film rentals.

It was estimated by the board that the new arrangement could yield $200,000 a year from exhibitors and, naturally, another $200,000 from distributors.

Conceived by Trueman T. Rem-

(*Continued on page* 4)

June 28 Target for 20th-Fox Divorce

The target date for effecting the divorcement of 20th Century-Fox into two separate companies as provided in the consent decree is June 28, one year ahead of schedule, it was learned here at the weekend.

June 28 was selected because that

(*Continued on page* 2)

"'THE AFRICAN QUEEN' WILL RANK WITH THE YEAR'S BEST FILMS!"—Coronet
And with its Biggest Money-Makers . . . thru UA

HUMPHREY KATHARINE
BOGART · HEPBURN
Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR

Personal Mention

WILLIAM J. HEINEMAN, United Artists vice-president in charge of domestic distribution, is scheduled to return here from the Coast on Wednesday.

•

BOB HOPE was honored by the Harvard Club of Southern California at their annual dinner in Hollywood on Friday, at which time a Bob Hope Scholarship Fund was inaugurated.

•

HUGH OWEN, Paramount's Eastern-Southern division manager, will return here today from Boston.

•

HERMAN COHEN, associate producer for Jack Broder Productions, will arrive here today from Hollywood.

•

SOL SCHWARTZ, RKO Theatres president, has returned here from the Coast.

•

M. YONA FRIEDMAN, Israeli producer, has returned home from here.

Color Set for 40% Of U. A. Product

HOLLYWOOD, Feb. 24.—Forty per cent of United Artists' product for the coming year will be in color by Technicolor, Max Youngstein, UA vice-president and national director of advertising-publicity, disclosed here as he departed by plane for New York.

Meanwhile, Arthur Krim, UA president, who is remaining on the Coast for another two weeks, will continue to negotiate deals looking toward an additional 28 productions over a period. Among the most important negotiations reported to be in progress is a deal with Samuel Goldwyn. Other key deals in negotiation are with Sam Spiegel and the Music Corporation of America, for several pictures each, and with the Bank of America on a new production-financing plan.

20th-Fox Divorce

(*Continued from page 1*)

is the date which marks the end of 20th-Fox's second quarter and proves a convenient breaking off point as far as the company's books are concerned. The terms of the consent decree called for the divorcement by June of 1953.

A company spokesman said that divorcement plans are going ahead as scheduled without complications. He explained that National Theatres, the exhibition outlet of 20th-Fox, has been handled as a separate entity for years, thereby making its divorce from the production company simple.

In order to gain favorable tax consideration, it was explained, one new company will be formed instead of two and that new company will be the exhibition firm. The present heads of the two firms, Spyros P. Skouras, 20th-Fox president, and Charles P. Skouras, NT president, and respective officers will head up the two separate companies after divorcement.

Industry Pessimism Scored by Johnston

There is no reason whatever for the pessimistic outlook which some in the industry now have, Eric A. Johnston, Motion Picture Association of America president, declared in an address before the COMPO board here on Thursday. He supported this assertion by citing figures which indicated that the spending power of the public today is 38 per cent greater than it was in 1939.

If the industry wants its "cut," Johnston declared, it must cease its internecine squabbling and unite in combatting the difficulties that stand in the way of greater returns.

O'Donnell and Cole

(*Continued from page 1*)

York; Abe Berenson, Louisiana; Robert Livingston, Nebraska; E. D. Martin, North and South Carolina, and H. V. (Rotus) Harvey, California.

Six Additional Members

The national committee, which includes the regional chairmen, will consist also of six additional members each of Allied and the Theatre Owners of America, two more members of Western Theatre Owners, and two additional members each of the Independent Theatre Owners Association of New York and the Metropolitan Motion Picture Theatres Association.

Herman M. Levy, of TOA, and Abram F. Myers, of Allied, were named counsel to the committee. Henderson M. Richey was named committee secretary; Oscar Doob, coordinator, and A. Julian Brylawski was assigned the post of Washington executive.

20th-Fox to Ask

(*Continued from page 1*)

from the court, explaining that such a course is the only one to follow subsequent to the decision handed down recently by the St. Louis U. S. Circuit Court of Appeals favoring the Brookside Theatre.

Other defendants to the suit are Loew's, Paramount, Warner, RKO Pictures, Universal, United Artists and Columbia.

The amount awarded by the original trial court, recently upheld, with interest by the Appeals Court, was for damages claimed in 1936 and 1937 by the Brookside Corp. because of inability to obtain a run of product for their houses.

Columbia Profits

(*Continued from page 1*)

in 1950. Estimated provision for taxes for the half-year in 1951 was at $135,000, compared to $500,000 in 1950, while earnings per share of common stock for the 1951 period was to be 45 cents, compared to 77 cents in the previous year.

Newsreel Parade

THE Atlantic storms and Willie Sutton's arrest are current newsreel highlights. Other items include sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 17.—Atlantic storm splits tankers. Finger man in Sutton arrest. *SS Midway's* eagles in war drill. Fashions from South of the border. Winter Olympics. Auto race.

NEWS OF THE DAY, No. 251—Atlantic storm claims two more ships. Atomic progress for peace. *Photoplay* award for "The Great Caruso." Carnival time. Auto race. Rodeo. Winter Olympics.

PARAMOUNT NEWS, No. 54—Prelude to Lenten season. Riot marks Red opposition to rearmament. Fashions for the gentry. Atlantic storm splits two tankers. Winter Olympics.

TELENEWS DIGEST, No. 8-B—Germans to arm again. San Francisco housing story. Aid India's farm program. Sutton caught. Ballet troupe. Winter Olympics.

UNIVERSAL NEWS, No. 537—Winter Olympics. Carnivals in Italy and Austria. Sports wear in England. Rodeo in California. Auto race in Florida.

WARNER PATHE NEWS, No. 56—New atomic pile. Storm in Atlantic blasts tanker in half. Riots protest Western Germany rearmament. Eric Johnston named to "Point Four" post. Auto racing. Winter Olympics.

UPT Will Follow Para. Before FCC

WASHINGTON, Feb. 24.—The Federal Communications Commission's Paramount hearing wound up its fifth week over the weekend with Paramount expected to finish off its case by the middle of next week, and United Paramount Theatres witnesses to follow.

Currently on the stand for Paramount is general counsel Austin C. Keough, who has so far been called upon to answer questions relating to Paramount's anti-trust history, trade practices and theatre dealings. After FCC counsel and attorneys for Allen B. DuMont Laboratories finish cross-questioning Keough, the next and final Paramount witness will be Klaus Landsberg, manager of Paramount Television Production's Los Angeles Television station, KTLA.

MPIC Pledges Aid To Schary Vs. WEC

HOLLYWOOD, Feb. 24.—Motion Picture Industry Council, at a regular monthly meeting last night, pledged its support to Dore Schary in the latter's $1,250,000 suit against Wage Earners Committee. The same subcommittee assigned a month ago to aid Stanley Kramer in his suit against WEC will aid Schary.

MPIC discussed the recent Un-American Activities committee report charging Hollywood with indifference to Communists in the industry, but took no immediate action, in view of the fact that the statement of the Council of Motion Picture Organizations, issued today, represents the MPIC stand.

Theatre Ceiling Falls, Injures 60

Cincinnati, Feb. 24.—More than 60 patrons were injured, eight seriously, when one-third of the ceiling of the Roosevelt Theatre, Downtown subsequent-run, collapsed. All of the injured were taken to General Hospital. An audience of approximately 300 fled in near panic. The theatre is a unit of the circuit operated by Jack F. Goldman.

NEWS in Brief . . .

T. E. Laird, who left the United Artists sales force several months ago, will rejoin the company on March 3 as manager in Dallas, it was reported here by William J. Heineman, UA's distribution vice-president.

Laird will replace Claude York who has resigned to enter another business on March 15.

•

WASHINGTON, Feb. 24. — Federal Communications Commission Chairman Wayne Coy has resigned, declaring he owes it to his family to seek a better-paying job with private industry. Coy had been FCC chairman since December, 1947. Observers think that with the current difficulty of getting outside men to fill government posts, President Truman would have to promote one of the FCC's top staff officials to the job of commissioner, and name one of the present commissioners as chairman.

•

LOS ANGELES, Feb. 24.—Charles P. Skouras, president of National Theatres, will be honored for his leadership in the field of human relations at the second annual Brotherhood testimonial dinner at the Ambassador Hotel on Thursday.

•

Mrs. Kenneth McEldowney, film production executive and wife of the producer of "The River," will address 250 New York City high school teachers at the High School of Performing Arts tomorrow afternoon in the second session of a weekly motion picture course for teachers sponsored by the New York City Board of Education.

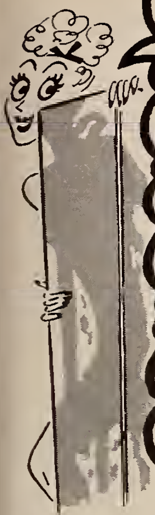
85 Republic Films Sold to WATV

NEWARK, Feb. 24.—The purchase of 85 Republic Western films, produced from 1937 to 1944, from Hollywood Television Service, a Republic Pictures subsidiary, was disclosed here by Robert Paskow, film director for the station.

The purchase price for the package was reported to be in the neighborhood of $60,000.

All of the films have been edited down to 53 minutes and will be shown in the Metropolitan area of Newark exclusively by WATV over the next 18 months, it was stated.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Take A Good Look At

"Mr. Peek-a-Boo"

ONE LOOK...and FOX-WEST COAST, WARNER, R. K. O. and SCHINE'S were SOLD!

ONE LOOK . . . and it SOLD in . . .

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MILWAUKEE • KNOXVILLE • CHATTANOOGA • LOUISVILLE • PROVIDENCE • MINNEAPOLIS • NEW HAVEN
HARTFORD • NEW LONDON • MERIDEN • NORWICH • BRIDGEPORT • ATLANTIC CITY • WILKES-BARRE • SALEM
TACOMA • CEDAR RAPIDS • DAVENPORT • MEMPHIS • SALT LAKE CITY • NEWARK • LINCOLN • ALLENTOWN
CAMBRIDGE • FALL RIVER • LAWRENCE • LOWELL • LYNN • MALDEN • AUBURN • MANCHESTER • PITTSFIELD
WORCESTER • LEXINGTON • PASADENA • SAN BERNARDINO • FOND DU LAC • GREEN BAY • KENOSHA • MADISON
OSHKOSH • MOBILE • AMSTERDAM • WATERLOO • GLOVERSVILLE • ERIE • ABERDEEN • EUGENE
PORTLAND (ORE.) • BELLINGHAM • EVERETT • LOCKPORT • CHAMPAIGN • CINCINNATI • ZANESVILLE
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ONE LOOK...and the CRITICS were SOLD!

"A feathery frolic—up to its dimples in whimsy!"—Walter Winchell

"We're shouting our huzzahs from the housetops! The most hilarious comedy of the year!"—Esquire

"Bourvil, a real comic find, typical of such great comedians as Chaplin and Harold Lloyd!"—Redbook

"Completely captivating entertainment!"—Cue

"Bourvil is a very funny fellow!"—N. Y. Daily News

"Should assure hearty boxoffice!"—Variety

"Will register most strongly!"—Ind. Film Journal

"Any audience will thoroughly enjoy it!"—M. P. Daily

Arthur Sachson Enterprises presents A Jacques Bar Production
Joan Greenwood (by Permission of the J. Arthur Rank Organization)
Bourvil in "MR. PEEK-A-BOO" • Directed by Jean Boyer
Produced by Jacques Bar • Screenplay by Jean Boyer and
Michael Audiard • Based on a story by Marcel Aymé

LOOK-*and*-BOOK *thru* UA

Elect Skouras

(*Continued from page* 1)

vice-president, was deferred until after consultation with Skouras.

The nominating committee, which was headed by Jack Alicoate, signified its selection of Skouras in a resolution which paid high tribute to both the new president and to Ned E. Depinet, retiring president. The COMPO meeting voted unanimously in favor of the resolution's adoption.

Ned Depinet

"The committee wishes to make clear," the resolution read, "that its conclusions derive from the extraordinarily high standards already laid down by Mr. Depinet. Thus we believe that our new president must believe squarely in the unity of the industry and must, through his record, public and private, have demonstrated his dedication to this principle. He must be a man of the highest personal integrity and the deepest professional capacity."

The resolution, which was read to the meeting by Leonard Spigelgass, who wrote it, continued, in part: "After due and thorough consideration, your nominating committee submits to you as its candidate for your president a gentleman who ideally fills all these qualifications and supplements them with his own great personal enthusiasm, almost spiritual in its intensity, the distinguished president of 20th Century-Fox Film Corp., Mr. Spyros P. Skouras."

S. H. Fabian at once seconded the motion.

Herman Robbins

It was learned following the COMPO meeting that plans were made to have the resolution indicting the Un-American Activities Committee report read in early editions of the five major newsreels. This means that the meeting followed through on a suggestion of Gael Sullivan that the screens of the nation's theatres inform the public of the injustice of the report. Attempts will be made also to get the widest possible newspaper coverage, both national and local, and to have the COMPO resolution read into the *Congressional Record.*

The meeting voted to invite the Theatre Equipment Supply Manufacturers and Theatre Equipment Dealers Associations to become members of COMPO. Admission fee for each will be $500, and annual dues will be determined later.

At the final session, Norman Glassman, New England exhibitor, urged COMPO to issue a condemnation of producers who release regular theatrical films to television. Glassman was reminded, however, that COMPO's by-laws excludes consideration of trade practices, although it was pointed out by many members that they were in sympathy with the complaint. Depinet suggested that the sale of films to television be included on the agenda of the COMPO round-table meeting in Hollywood July 23.

Depinet appointed Wilbur Snaper, Harry Brandt, Fabian and Fred Schwartz a committee which will weigh the suggestion that theatre collections be made once a year in behalf of the Health Week program of the Lasker Foundation. The program includes a large number of charities which individually would stand no chance of receiving such assistance.

Depinet reminded the meeting that the distribution companies will make no expenditure for the production and release of the planned new series of industry goodwill short subjects, other than $1,000 for the publication of pressbooks. On Wednesday the COMPO board passed a resolution requesting that the 30 trustees of the $40,000 earned from the showing of the previous shorts series make that sum available for the production of the new films.

The meeting voted that the new COMPO executive vice-president be empowered to represent the organization before the Federal Communications Commission in the forthcoming hearing of the industry's appeal for theatre television channels.

The two-day parley, which was heavily attended and which bore evidence of a stronger trend toward unity within COMPO ranks, ended following the voicing of a number of tributes: Depinet spoke in praise of the COMPO staff, mentioning particularly Robert W. Coyne, general counsel, and Charles E. McCarthy, information director; Pinanski lauded the work of Depinet and the board as a whole, and Fabian voiced COMPO's parting tribute to Mayer.

Text of COMPO Reply to House Group on 'Reds'

(*Continued from page* 1)

might have influenced the content of films.

The COMPO resolution, flatly denying both allegations, will be included in early releases of all five newsreels for distribution and exhibition throughout the country.

Following is the text of the COMPO resolution:

WHEREAS the Council of Motion Picture Organizations, representing all branches and phases of the motion picture industry, deplores the unfair and unjust report of the House Committee on Un-American Activities on communism in Hollywood, and resents the report's indictment of an entire industry for the past activities of a misguided or vicious few; therefore

BE IT RESOLVED: That the Council give the widest possible publicity to the following facts:

The statement in the Committee's report that Hollywood has not attempted to rid itself of communist influence by "positive and determined steps" is contrary to a statement made on May 17 last by the Committee's Chairman, Representative John S. Wood of Georgia. Addressing a Committee hearing, Chairman Wood said: "I would like to make a statement that I have gone to some considerable pains personally to advise myself as to the attitude of responsible producers in the motion picture industry, and I know at this time they are spending literally thousands and thousands of dollars undertaking to screen the backgrounds of all persons now employed in essential positions in the industry, and they are exercising a great deal of diligence in that respect."

The Motion Picture Industry in 1947 discharged those who refused to testify before the Committee and announced its policy that it would not employ known communists. Multiple damage suits were brought against the industry as a consequence. The motion picture producers comprise the only management group in America that suffered legal consequences as far back as 1947 to rid itself of communist elements. Virtually on the very day on which the Committee's report was issued, a Federal jury in Los Angeles found for the plaintiffs in a suit brought by former employees discharged for their contempt of the Congress.

Indeed, as far back as 1946, certain labor and talent groups, conscious of the communist effort to infiltrate them, took successful democratic action to eliminate small but vocal communist minorities from leadership in those groups.

This was but a small part of the industry's role in the fight against our country's enemies. Since the beginning, through war and through peace, all segments of our industry have consistently supported America's democratic cause at home and abroad. Our facilities, our manpower and our resources have always been made available to the people of this nation.

Our films have always been the chief source of this nation's entertainment. We have always been conscious of the tremendous responsibility that goes with this public trust. It is all the more extraordinary, then, that the Committee's report should insinuate that subversive propaganda has crept into our films. The facts are that not a single scene, not a single word of communist propaganda has ever been shown or spoken in our pictures. Anybody who has followed the American screen should know that. Had the Committee not consistently rejected our repeated invitations to screen our product, it wold know that the insinuations in its report are baseless.

The Council of Motion Picture Organizations, speaking for the owners and employees of the thousands of theatres all over America, for the producers and for the distributors, for the artists and for the craftsmen of Hollywood, reiterates its determination to oppose communism at all times, reasserts its faith in the deep and real patriotism of the industry, and demands that the Committee, in all fairness, correct at once the injustice its report has done to the good name of these thousands of Americans.

Hollywood Report Severely Attacked

Washington, Feb. 24. — The *Washington Post* has editorially attacked as a "fuzzy indictment" the recent House Un-American Activities Committee report on "Reds" and Hollywood.

"If any industry has been on guard against possible Communist efforts to use it, it has been the motion picture industry," the editorial declared. "Indeed, Hollywood went completely overboard in its zeal to prove itself anti-Communist after the 1947 investigation. It should have realized that even its excess of zeal would have no merit in the eyes of investigators seeking only more scapegoats."

Compo Dues Program

(*Continued from page* 1)

busch, former president of national Allied, the new system provides for the following payments by regular theatres: $10 per year for theatres of 500 seats or less; $15 if seating capacity is between 500 and 750; $25 if between 750 and 1,000; $50 if between 1,000 and 2,500, and $100 yearly for all theatres with seating capacities over 2,500.

Drive-in assessments will be as follows: car capacity up to 300, $10 per year; capacity between 300 and 500 cars, $15; between 500 and 600, $25, and for drive-ins with car capacities over 600, $50.

Prior to being approved by the COMPO board, which voted for it unanimously, the new financing plan was studied and sanctioned by a special COMPO committee, headed by Rembusch, which was appointed at the meeting by Ned E. Depinet, retiring COMPO president. Others on the committee were Sam Kirby, Oscar A. Doob, Harry Brandt, H. V. (Rotus) Harvey and Ben Kalmenson.

Matching distributor dues payments will be cleared through the Motion Picture Association of America, and each distributor's remittances will be apportioned on the basis of its annual gross rental record as kept by the MPAA.

It may take a little time to get the new system rolling, but this is the way COMPO will go about activating it; a committee made up of exhibition representatives will be set up in each exchange area to make arrangements for facilitating payments by exhibitors; these committees very likely will be manned by the same persons who have been serving as "Movietime" committeemen in their areas; COMPO headquarters will publish literature about the new dues arrangement for distribution throughout the industry; later the COMPO budget for each exchange area will be based on the territorial earnings percentage figures carried by the MPAA.

Film salesmen will assist in collecting dues if and when such assistance is needed, it was agreed at the meeting.

. . . "For significance to motion pictures and for having revolutionized the industry's most important branch—the newsreel"...

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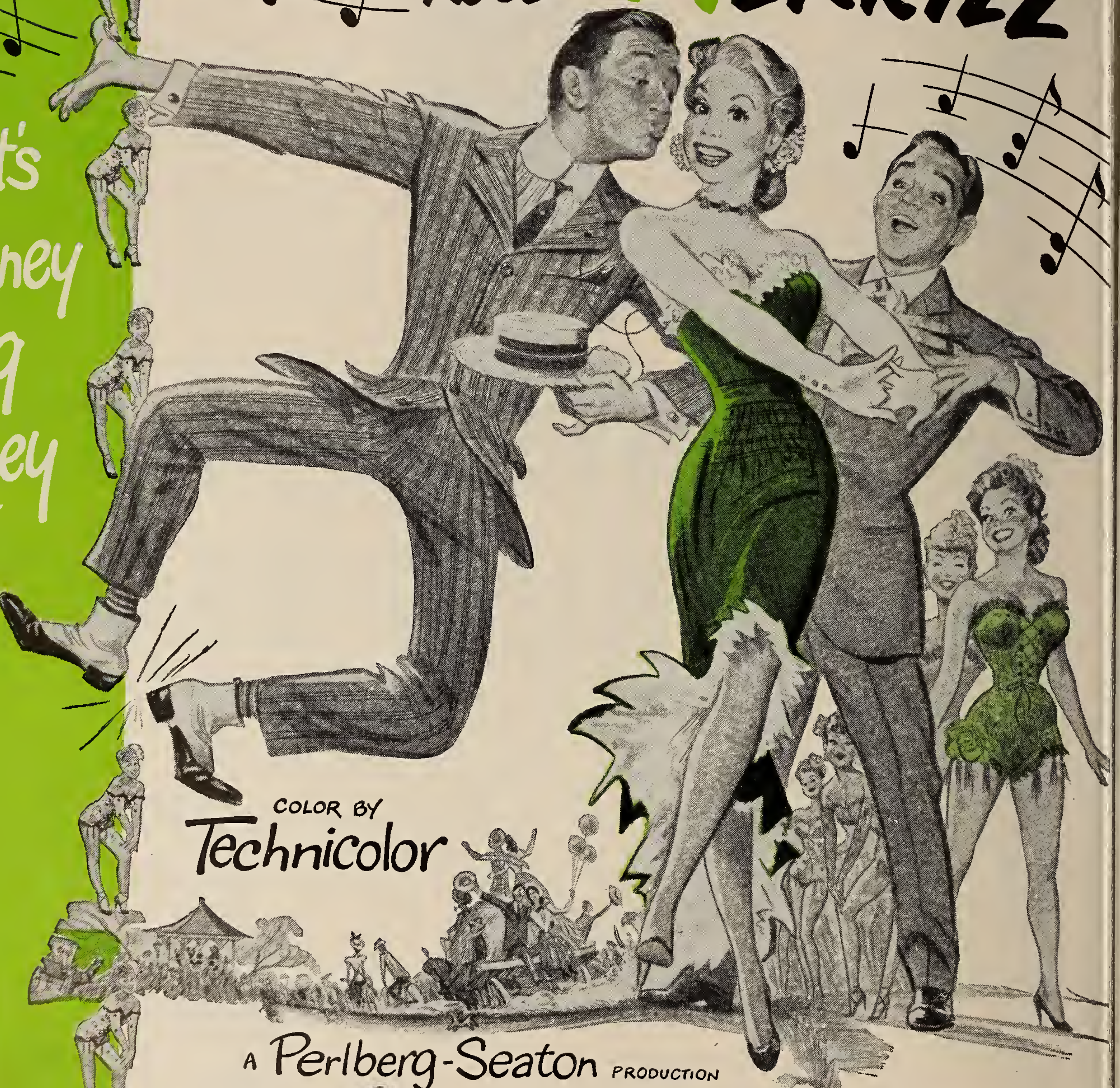
and ROBERT MERRILL



COLOR BY Technicolor

Paramount's Musical Honey For The Big Easter Money

America's most produced stage play which the Saturday Evening Post says

"Had 50,000 performances . . . is a bigger hit than 'Oklahoma!' or 'Life With Father'!"

SONG HITS by Livingston & Evans, are already selling tickets for you on the air!

Saturday Night In Punkin Crick
The General Store
Chores
Marshmallow Moon
I'd Like To Baby You
Will You Be At Home In Heaven?
Purt' Nigh, But Not Plumb
My Beloved
Still Water
Why Should I Believe In Love?
Life Is A Beautiful Thing
Step Right Up
Soda Shop

A Perlberg-Seaton PRODUCTION

AARON SLICK FROM PUNKIN CRICK

with ADELE JERGENS · MINERVA URECAL · MARTHA STEWART

Produced by WILLIAM PERLBERG and GEORGE SEATON

Direction and Screenplay by CLAUDE BINYON · Based on the play by Walter Benjamin Hare

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 38 NEW YORK, U.S.A., TUESDAY, FEBRUARY 26, 1952 TEN CENTS

Holiday Sends B'way Grosses Climbing High

'Fingers' Hits $125,000; A Big $92,000 for 'Queen'

Broadway grosses, reflecting robust holiday weekend business rolled up in many sections of the country, zoomed this week with 20th Century-Fox's "Five Fingers" breaking the weekend record at the Roxy and United Artists' "African Queen" chalking up a smash $92,000 for its opening week at the Capitol.

The box-office holiday "upbeat" was experienced also by many holdover attractions.

At the Roxy, which also features Dorothy Lamour on stage, a terrific $125,000 is forecast for the opening stanza of "Five Fingers" which did a record-breaking $87,500 for the weekend. It opened there on Washington's Birthday.

The business realized by "African Queen" at the Capitol makes it one of the top attractions of that Broadway

(Continued on page 8)

New England Unit Promotes Several

BOSTON, Feb. 25. — The recently-announced switch of Ben Rosenberg from New England Theatres here to take over the operation of Penn-Paramount, a United Paramount Theatres subsidiary in Wilkes Barre, Pa. has resulted in Harry Browning assuming the district managership of theatres formerly handled by Rosenberg in Southeastern Massachusetts,

(Continued on page 8)

Reports Theatre TV Color Switch Easy

WASHINGTON, Feb. 25.—Information compiled by the National Production Authority indicates that very little scarce material or engineering talent would be used if the agency permitted color TV in theatres. "As I understand it," an NPA spokesman said here today, "it's a simple conversion problem, and would have very little impact on the defense program."

This official refused to say whether the odds favored a continued ban on home color television.

UPT, RKO Report Holiday Spurt

A healthy spurt in holiday weekend business throughout the country was disclosed here yesterday by United Paramount Theatres.

Robert O'Brien, UPT secretary-treasurer, said that managers report grosses "substantially greater" for this year's George Washington's Birthday holiday weekend as compared to last year's.

Similar reports of good holiday weekend business came from Sol Schwartz, RKO Theatres president, and a spokesman for the Walter Reade circuit.

June 9-11 Set for Big COMPO Meeting in Dallas

DALLAS, Feb. 25.—Plans for a "Texas COMPO Conference" were disclosed here by Paul Short, representing the executive chairmen of the Texas Council of Motion Picture Organizations showmen. Slated for Dallas, June 9-11, the meeting will bring together approximately 1,000 theatre executives and managers, as well as leaders from other branches of the industry.

The purpose of the conference will be "to plan and inspire a farsighted industry-exhibitor-community public relations program that will be aggressive, progressive and strictly affirmative."

Karl Hoblitzelle, president of Interstate Theatres, has envisaged the

(Continued on page 9)

Defers Para. Trade Practice Queries

WASHINGTON, Feb. 25.—Federal Communications Commission counsel Frederick Ford said he would defer until the end of the current Paramount hearings all questions on the company's past and present dealings with "specific theatres."

Ford said he needed more time to decide what situations to explore and which witnesses to put the questions to, and therefore he would put off this line of questioning until all other issues and testimony had been completed. Needed witnesses would be recalled then, he said.

Meanwhile, the hearings entered their sixth week before hearing ex-

(Continued on page 8)

Ticket Prices Still Rising; Near A Record

WASHINGTON, Feb. 25.—Admission prices in large cities turned upward again in the last quarter of 1951, the U. S. Bureau of Labor Statistics reports.

The BLS collects price data every three months in 18 large cities and weighs the results to reflect the situation in the 34 largest cities. Adult prices rose during the final quarter to the second highest point on record, the index showed.

After hitting a peak in the first quarter of 1951, 78 per cent above the 1935-39 base, adult prices dropped during the second and third quarters

(Continued on page 8)

New Merchandising Service From 20th

A new merchandising service was launched nationally yesterday by 20th Century-Fox to extend long-range aid to its exhibitor customers. The new service is in the form of a series of special. merchandising preview folders which will be part of the exploitation ammunition offered exhibitors by the 20th-Fox sales force.

Prepared for activation months in advance of the release of a picture, each merchandising manual will present advertising, publicity and exploitation highlights which can be used at the start of campaign planning. First of the series going out is the folder for "Belles on Their Toes."

US Counter-motions On UPT Case Today

Government counter-motions in opposition to the request of United Paramount Theatres for more time to divest 198 theatres will be filed in New York Statutory Court today, a Department of Justice official disclosed.

He said that answering affidavats were served yesterday on UPT officials, prior to today's court filing. A hearing on UPT's request seeking an amendment to the government consent decree has been set for March 7 in Statutory Court.

Arnall Reports 'Illegalities' To Atty-Gen'l

Charges 'Trick' Bidding Hits UPT Extension Bid

Ellis G. Arnall, who has taken leave of absence from the presidency of the Society of Independent Motion Picture Producers to serve as U. S. Price Stabilizer, has called upon the Department of Justice in a letter to Attorney-General J. Howard McGrath to "fight to the fullest possible extent" United Paramount Theatres' move to secure two additional years' postponement of compliance with the Federal Court's divorce order.

The letter also charges the existence in the industry of "trick bidding, the split of product and other such illegal devices," and urges the Department to police "assiduously, aggressively and determinedly" the anti-trust suit degrees.

"We of the Society," continues the

(Continued on page 9)

NEWS FLASHES

WASHINGTON, Feb. 25.--House Speaker Rayburn ruled today that House committee meetings are not to be broadcast or televised, and House officials said the same prohibition would apply to newsreel filmings of committee meetings.

He said the ban applied whether the hearings were in Washington or elsewhere.

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WASHINGTON, Feb. 25.--Burton K. Wheeler, Zenith Radio Corp. attorney, today asked the Federal Communcations Commission to hold public hearings with a view to authorization of that company's Phonevision and other pay-as-you-go television systems on a permanent basis.

Lowest Percentage Of US Films Banned

The Italian Catholic Cinematographic Center's board of review in 1951 banned from showing on Italian screens 33 1/3 per cent of films imported from France, 28 per cent from Italy and only 10 per cent from the United States, according to word received here from Rome. In the U. S. 90 odd per cent of product receives guidance under the Production Code.

The classification system exercised by the CCC is separate from the Italian government's control over films. If the government authorizes a ban, the film must be withdrawn from theatres. If the CCC places a film in the "excluded" category, it can still be shown but Catholics are expected to follow the ruling and stay away.

Seidelman Acquires 18 Religious Films

Samuel L. Seidelman's newly-formed Eternal Film Corp. has acquired world wide distribution rights to a series of 18 30-minute subjects titled "Christianity Through the Eyes of the Masters," filmed in color in and around the Vatican, the former Eagle-Lion foreign department chief annunced here yesterday. These subjects are edited from 60,000 feet of negative produced by Samuel Bronston during 22 months spent in Italy at a reputed cost of over $1,500,000.

The first six subjects, going into release in March, include St. Peter's Excavations, which were front-page news as a result of the search for St. Peter's bones. Each subject is narrated, with choral and organ music background; narrators include Bob Considine and Cy Harrice. Foreign vesions will be made and no superimposed titled versions will be used.

As a result of a recent screening for the Chaplains of the Armed Forces, and upon the recommendation of Catholic and Protestant Chaplains, the Information and Education Division of the Defense Department has contracted for prints for the Armed Forces throughout the world, Seidelman said.

One full-length feature, also in color, is planned for this year, to be produced in Rome and Israel.

Reisch, Swerdlow in U-I Branch Changes

Chicago, Feb. 25.—Ted Reisch, sales manager of the Universal-International branch here, has been promoted to manager of the U-I San Francisco branch succeeding Abe Swerdlow, who is moving to Los Angeles to head the branch there. Reisch's post as sales manager here will be taken over by Richard Graff of the Chicago office. The promotion is effective March 10.

Personal Mention

MORT NATHANSON, Eastern director of ad-publicity for Horizon Films, producers of "The African Queen," has left here for Indianapolis, Kansas City, Memphis and Nashville.

•

Harold Rubin, assistant to Leon Goldberg, vice-president and treasurer of Universal, is the author of a third novel, "A Stone for Danny Fisher," to be published March 10 by Alfred A. Knopf under the pen name of Harold Robbins.

•

George Schneider, M-G-M music librarian at the studios, has been elected councilor of the American Folklore Society and also elected an active member of the Association Internationale de Bibliotheque Musicales in Paris.

•

William Pavone has been named office manager and booker at the Monogram exchange in New Haven, succeeding Richard Cohen, who resigned to go into exhibition.

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Barney Pitkin, RKO Radio branch manager in New Haven, and Mrs. Pitkin have become grandparents, with the birth of a son to the Lewis Lyman's of New Rochelle, N. Y.

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Jerry Lass of Warner Brothers home office art department has resigned to join the advertising firm of Vente-Davis.

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Robert Goldfarb, RKO Radio office manager, has returned here from Florida.

TERRY TURNER, director of exploitation for RKO Radio, who was rushed to Beth Israel Hospital in Boston recently with a nasal hemorrhage, will leave the hospital for his home here tomorrow. He has been ordered to rest before returning to his post.

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Mrs. Rodney Toups, wife of the manager of Loew's State Theatre, New Orleans, was named chairman of the women's division of the American Red Cross's 1952 campaign in that city.

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Cecil B. DeMille has become a great-grandfather with the birth of a boy to his grand-daughter, Mrs. George B. Griffin, III.

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Edward Hendler, head booker at the M-G-M Atlanta branch, has been promoted to salesman. Samuel McCook will replace him.

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Mrs. Harry Lamont, wife of the chairman of the Albany, N. Y., TOA, is in Albany Hospital recovering from an operation.

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George Murphy left here yesterday for Washington and will return to Hollywood from there tomorrow.

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Card Walker, Walt Disney publicity representative at the Coast studio, has arrived in New York.

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Harry B. French, Minnesota Amusement Co. president, has left Minneapolis for a three-week Florida vacation.

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Pandro Berman, M-G-M producer, has gone to Ojai Valley in California.

Award $100,000 to Cinema Amusements

Denver, Feb. 25.—A verdict reached after 12 hours of deliberations gives Cinema Amusements $100,000 in its anti-trust suit running here since January 7 against RKO, Loew's and 20th-Fox. Asking for $1,000,000 originally, Thurman Arnold in closing arguments asked for a minimum of $200,000 because the Paramount Theatre exceeded the Broadway's take by that much during the period in 1945-46 covered by the trial. Plaintiffs will argue for a new trial and treble damages next week.

Coy Named Time, Inc. Consultant on Video

Wayne Coy, former chairman of the Federal Communications Commission, will become a consultant to Time, Inc.

Coy resigned his FCC post last Thursday after four years and two months of service.

NTFC to Hear Stott

Eastman's new three-color film process will be the subject of a discussion and demonstration by John G. Stott, vice-president of Tri-Art Laboratories, when he speaks before the membership of the National Television Film Council at its luncheon-meeting in the Warwick Hotel here tomorrow.

Sell Six Interstate Theatres to Novy

Dallas, Feb. 25.—Six Interstate theatres have been sold to Louis Novy of Austin in conformance with the consent decree whereby Interstate, a subsidiary of United Paramount Theatres, must divest itself of a number of houses over a period of three years.

Novy, who shared ownership with Interstate in several Austin houses, will take control of the six houses on March 1, at which time his partnership with Interstate will cease. The theatres are the Capitol and Rialto here, the Queen and Texan in Austin, and the Capitol and Rialto in Amarillo.

'Blood Bank' in Lobby of Roxy

In ceremonies attended by Armed Forces and Red Cross officials, the New York Roxy Theatre last night, in conjunction with the Red Cross, opened a "blood bank" in the theatre's lobby. Dorothy Lamour, now appearing on the Roxy stage, and Milton Berle aided in the ceremonies, surrounded by blood-mobile paraphernalia. Perspective blood donors will sign pledges at the theatre for donations to be made later.

The need for copper scrap is urgent. SAVE THOSE COPPER DRIPPINGS.

N. Y. 'Times' Pays Tribute to Blumberg

Nate J. Blumberg, president of Universal Pictures, who is celebrating his 40th year in show business, was the subject of a special feature in the *New York Times* on Sunday by Robert H. Fetridge.

The article concluded with the following paragraphs: "In 1938, Universal Pictures, a victim of the depression along with many others in the movie field, was listing dangerously. The Laemmle interests had sold out and a new captain was needed. Nate was elected president and, in his early forties, assumed the burden of rehabilitating the once mighty concern.

"That extra touch of know-how gained from his early experience supplied the needed touch. He has been described as a man endowed with both creative vision and solid common sense."

Walsh Probes Labor Issue at NY Pathe

Preparatory to replying to a strike request from "white collar" employes at Pathe Laboratories here, Richard F. Walsh, IATSE international president, has assigned Joseph Basson, international representative, to meet with company executives in a final attempt to break the deadlock in new contract negotiations with "IA" Motion Picture Home Office Employes Local No. H-63.

Basson, Russell M. Moss, H-63 executive vice-president, and Harold Spivak, the local's attorney, will confer with Pathe officials later this week.

'Bend' Promotion Film

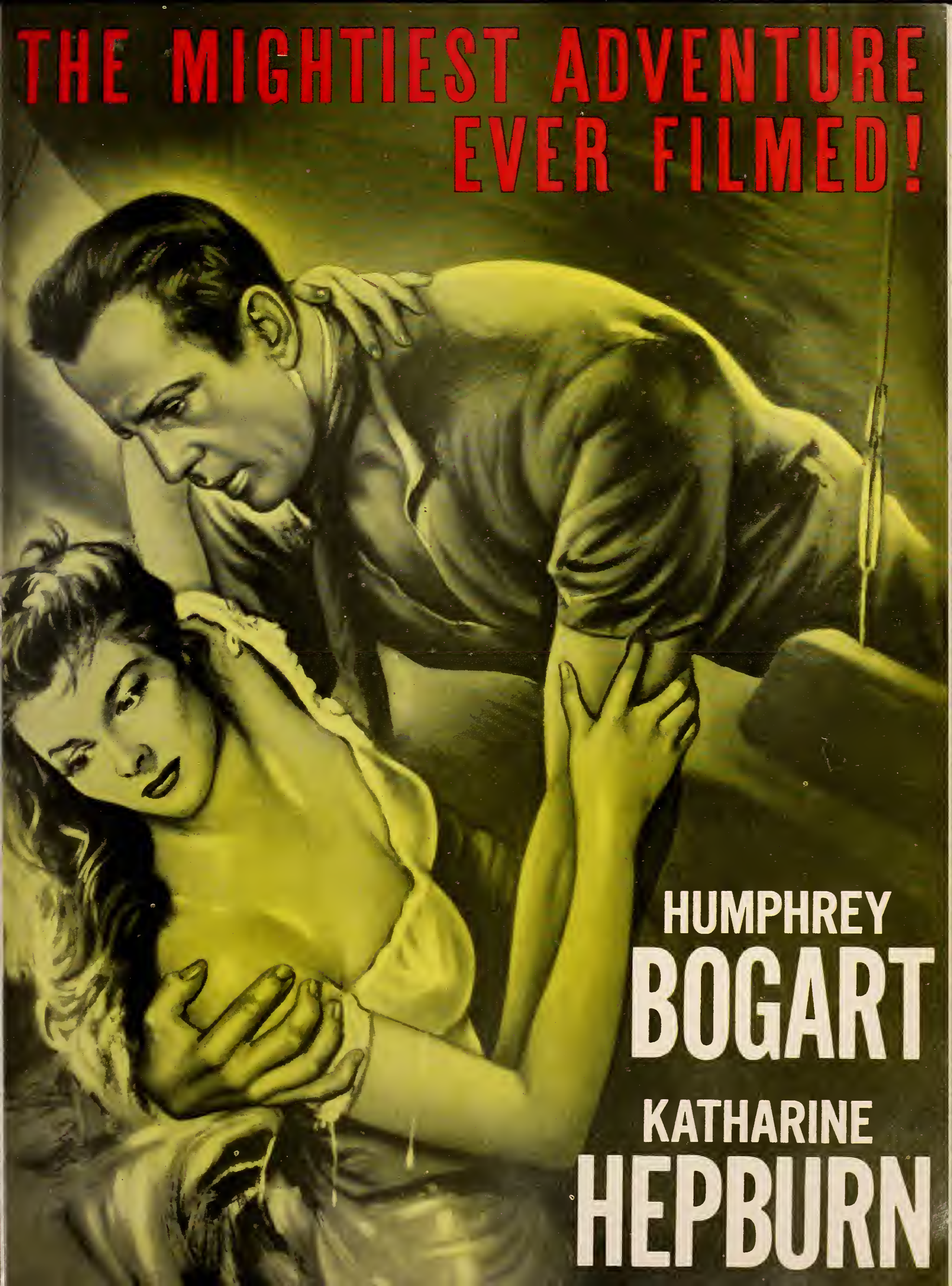
"Far Horizons," a five-minute color in Technicolor film, produced to promote Universal-International's "Bend of the River," is being offered free to exhibitors booking the picture.

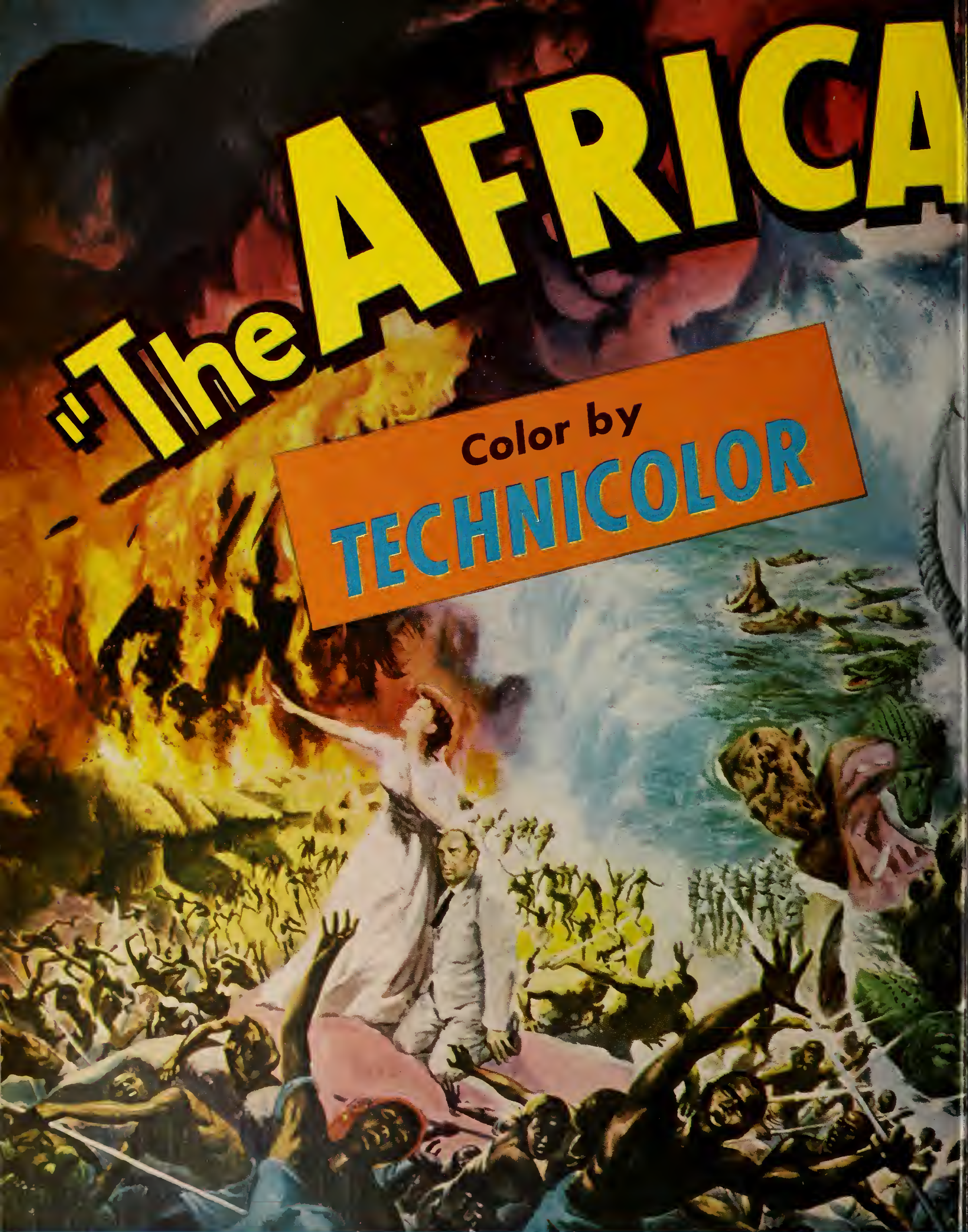
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

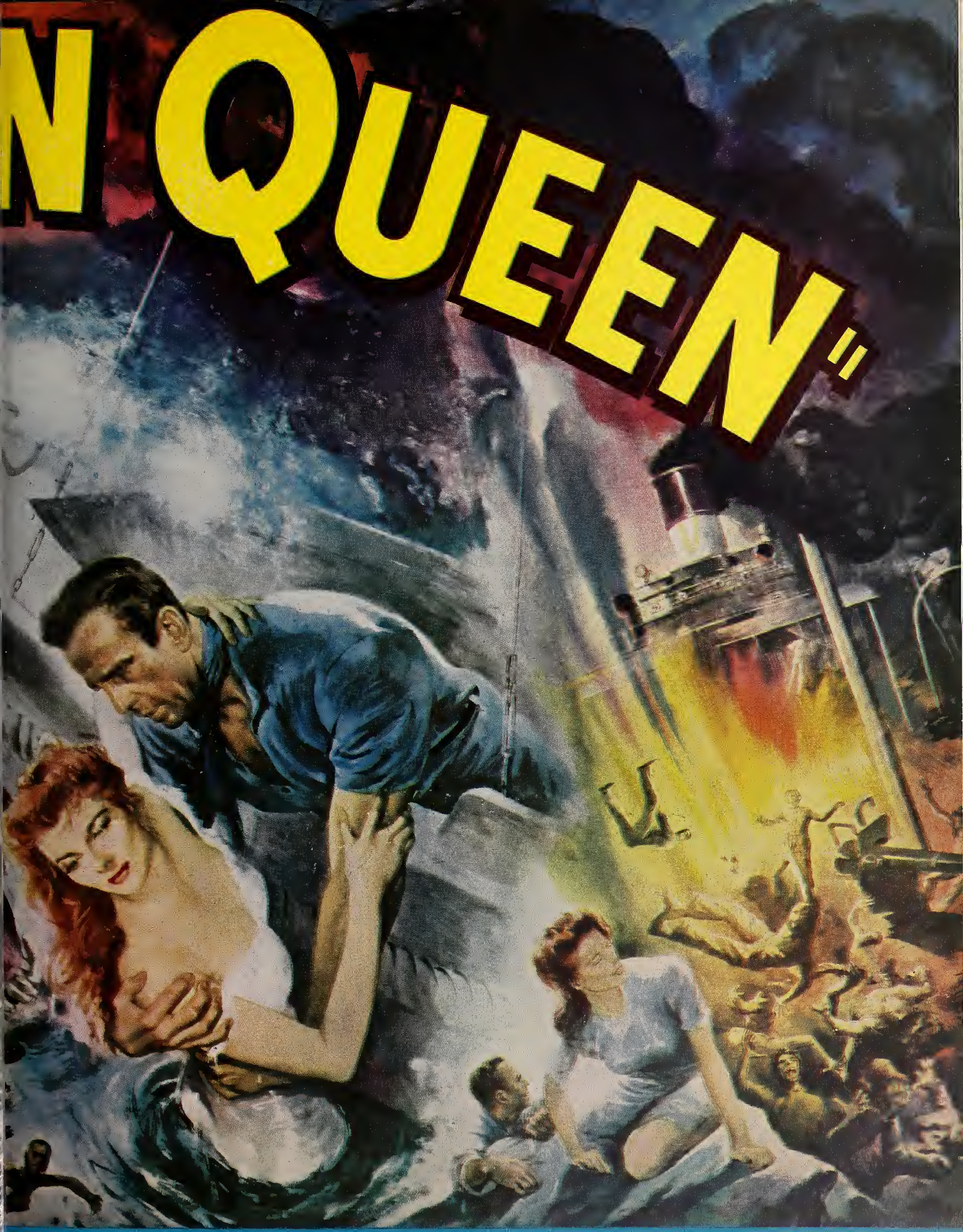
WALT DISNEY'S
SNOW WHITE
and the SEVEN DWARFS
Color by Technicolor
CRITERION BROADWAY AND 45TH STREET

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


THE MIGHTIEST ADVENTURE
EVER FILMED!
HUMPHREY
BOGART
KATHARINE
HEPBURN


"The AFRICA
Color by
TECHNICOLOR

HORIZON PICTURES PRESENTS HUMPHREY BOGART · KATHARINE HEPBURN in "THE AFRICAN QUEEN". Color by TECHNICOLOR with ROBERT MORLEY and PETER BULL · THEODORE BIKEL · WALTER GOTELL · PETER SWANWICK · RICHARD MARNER



Produced by S. P. EAGLE • Directed by JOHN HUSTON Director of Photography Jack Cardiff • Based on the novel "THE AFRICAN QUEEN" by C. S. FORESTER • Adapted for the screen by JAMES AGEE and JOHN HUSTON • A HORIZON-ROMULUS PRODUCTION • Released thru UNITED ARTISTS

THE MIGHTIEST BOXOFFICE REVIEWS OF THE YEAR!

"Very big boxoffice-wise!"
—*Film Daily*

"A walloping boxoffice success!" —*Film Bulletin*

"One of the big successes of the year!"
—*Showmen's Trade Review*

"Top notch entertainment, excellently performed!"
—*Variety*

"Bright boxoffice prospects!" —*Hollywood Reporter*

"Will deliver at the boxoffice!"
—*M. P. Herald*

"Should prove highly profitable! Hair raising adventure, strange romance!" —*Boxoffice*

"So wonderful, I saw it twice! Hepburn and Bogart never better!" —*Louella Parsons*

"Deserving of preferred place on your 'must see' list!"
—*Jimmy Fidler*

"Will rank with the year's best films!" —*Coronet*

"Special Merit Award! Too wonderful and absorbing for advance description!"
—*Parents' Magazine*

"The AFRICAN QUEEN"

HORIZON PICTURES PRESENTS HUMPHREY BOGART · KATHARINE HEPBURN
in "THE AFRICAN QUEEN" Color by TECHNICOLOR with ROBERT MORLEY
and PETER BULL · THEODORE BIKEL · WALTER GOTELL · PETER SWANWICK · RICHARD MARNER
Produced by S. P. EAGLE · Directed by JOHN HUSTON · Director of Photography Jack Cardiff
Based on the novel "THE AFRICAN QUEEN" by C. S. FORESTER Adapted for the screen by JAMES
AGEE and JOHN HUSTON · A HORIZON-ROMULUS PRODUCTION · Released thru UNITED ARTISTS

SAG Wins New Wage Hikes

HOLLYWOOD, Feb. 25.—In a new basic contract negotiated with the Association of Motion Picture Producers, the Screen Actors Guild has won substantial wage increases, improvements in working conditions and preference of employment for professional actors hired by the day.

Under the contract, codified for the first time, salary benefits are retroactive to last Jan. 1. Expiration date is June 1, 1958, but both parties have the right to reopen the wage rates and working conditions clauses on June 1, 1954, and again on the same date in 1956.

The union retained control over the use of theatrical films for television exhibition. The producers also agreed to bargain on terms of a separate contract for actors who may be employed to make films specially for TV use.

The day player minimum was raised from $55 to $70 weekly; the free lance player minimum was increased from $175 to $250; the term contract beginner minimum increased from $60 to $70 per week, and minimum employment for term contract players after the first year is to be 20 weeks' work out of 26.

Completion of the contract negotiations, which opened last September, was announced yesterday in a joint statement by John Dales, Jr., executive secretary of the Screen Actors Guild, and Charles Boren, industrial relations vice-president of AMPP.

Garrett, Screen Writer, Dies at 54

Oliver H. P. Garrett, 54, co-winner in 1934 of the screen writing award of the Academy of Motion Picture Arts and Sciences, died here Friday night after being striken with a heart attack. He was a widely known New York newspaper reporter before he went to Hollywood in 1927.

The Academy Award went to Garrett and Joseph L. Mankiewicz for the screenplay for "Manhattan Melodrama." His screenplays also include "A Farewell to Arms," "The Hurricane," and "Duel in the Sun." He was one of the founders of the Screen Writers Guild. Surviving are the widow, Charlcie Hedge, and three sons, Peter, Adam and Nathaniel.

U. S. Eyes Protest On Greek Film Tax

WASHINGTON, Feb. 25.—The State Department is almost certain to enter a sharp protest against the Greek government's new taxes on films, advertising material and other items.

Effective January 1, the Greek government put a 50 per cent ad valorem tax on films and many other non-film items, and a 100 per cent tax on film advertising material.

The Department feels that the taxes violate recent reciprocal trade agreements, and that in addition, an ad valorem type of tax is especially difficult on the film industry because of the difficulty in figuring the value of a film.

Orde to Hollywood

Bert Orde of *Redbook Magazine* has left here to attend the dinner in Hollywood on Friday, for the 13th annual "Redbook Movie Award".

Reviews

"The Pride of St. Louis"

(*20th Century-Fox*)

THE LIFE OF DIZZY DEAN, so representative a part of the American scene, has been brought to the screen with an alert awareness of entertainment values in this 20th Century-Fox production. Dan Dailey, always an engaging performer, portrays "the pride of St. Louis," with Joanne Dru playing the business girl he marries. The picture adds up to pleasing entertainment. For the baseball fan it is something for his "must" list.

Herman J. Mankiewicz's screenplay starts with a major league scout finding a barefoot twirler down in Houston. The kid, of course, is Dizzy and he is signed up. His rapid advance, as well as that of his ball-playing brother, Paul Dean (Richard Crenna), is a matter of well-known baseball history. Throughout his life, Dizzy radiated a swaggering arrogance that was more genial than offensive in quality. Along with Dizzy's advance there runs his courtship days with Miss Dru and their marriagee.

Dizzy, of course, reaches the pinnacle of his profession, with difficulties and incidents breaking out here and there. Gradually age takes hold of him and he starts his downward descent. With this comes moodiness, and differences with Miss Dru that culminate in a marital splitup. Dizzy sinks into the minor leagues and then complete failure. Fortunately he gets hold of himself, accepts a broadcast offer, and winds up as a colorful baseball commentator. Dizzy's English provokes the protest of school teacher groups, but that is finally ironed out in the happy ending that sees Miss Dru return to his side.

Harmon Jones directed and Jules Schermer produced.

Running time, 93 minutes. General audience classification. For April release.

MANDEL HERBSTMAN

"Aaron Slick from Punkin Crick"

(*Paramount*)

A PAIR of unsophisticated country dwellers tangle with a slick city couple and come out the victors in this thoroughly enjoyable musical farce. The picture is a clever blend of urbanity and homespun qualities. This, combined with a notable cast, color by Technicolor, and several attractive songs, make the picture a strong box-office contender in just about any situation.

The film serves to introduce to the screen Metropolitan Opera star Robert Merrill and wisely his role is not ponderous, but in fitting with the mood, a gay, buoyant and frivilous one. Also sharing top acting honors are Dinah Shore, Alan Young and Adele Jergens.

The screenplay, fashioned by Claude Binyon, presents Young as a timid country gent bent on a-wooin' his neighbor, Miss Shore. A touring tent show starring Merrill and Miss Jergens comes to town one day and complications develop. In order to hide out until a phony real estate deal which they pulled in Chicago blows over, Merrill and Miss Jergens decide to stay at Miss Shore's farm.

A fine comic overtone runs through the entire picture. One day while walking on the farm Merrill discovers an oil spot and decides to make a quick fortune by buying the farm. Subsequently he discovers that the only oil on the farm is that from a toppled oil barrel. What follows is a flight to Chicago to retrieve his money from Miss Shore who is out on a spree.

A merry-go-round develops when Miss Jergens and Young join in the pursuit. In the match of wits that follow the country folk shine and the city slickers fade. What is important is that it is very funny. William Perlberg and George Seaton produced and Arthur Jacobson directed.

Among the songs, sung by Merrill, Young and Miss Shore, are "My Beloved," "Saturday Night in Punkin Crick," "Why Should I Believe in Love," "Still Water," "I'd Like to Baby You," "Marshmallow Moon," "Life Is A Beautiful Thing." "Purt Nigh But Not Plumb," "The Spider and The Fly," and "Chores."

Running time, 95 minutes. General audience classification. For April lease.

M. HERBSTMAN

Big Promotion for Crescent Opening

NASHVILLE, Feb. 25. — To jointly celebrate the gala opening here Thursday of Crescent Amusement's newest showcase, the Tennessee Theatre, on Thursday and the world premiere of Warner's "About Face," there was published yesterday in the Nashville *Tennessean* a 24-page insert which contained a profusion of articles not only about Crescent, the film and the premiere ceremonies, but also about the industry in general, particularly features about Hollywood.

Harvey to Speak

SALT LAKE CITY, Feb. 25.—Rotus Harvey, president of the Western Theatre Owners, will address the Utah and Southern Idaho WTO here tomorrow. The meeting afterwards will take up rentals, roadshow practices and other matters, according to Ralph Trathen, executive secretary.

Jessel Toastmaster At Skouras Dinner

HOLLYWOOD, Feb. 25.—George Jessel, 20th Century-Fox producer, will be the master-of-ceremonies when Charles P. Skouras, president of National Theatres, is honored at the second annual Brotherhood testimonial dinner, Thursday, at the Ambassador Hotel. A citation will be presented by Dr. Rufus B. von Kleinsmid, Chancellor of the University of Southern California.

Cronin Assumes New Pathe Lab Post

E. J. Cronin, Jr., has assumed most of the duties previously performed by Nick Tronolone at Pathe Laboratories here. The latter resigned last week as vice-president in charge of production. The title held at present by Cronin is administrator.

NEWS in Brief . . .

Screen Publicists Guild units at 20th Century-Fox and Warner Brothers home offices have set March 4 for strikes. SPG is a member of the Distributive, Processing and Office Workers of America (District No. 65).

DPOWA since late autumn has been negotiating for new contracts with 20th-Fox, Warner, United Artists, Columbia and Universal. "Progress" was reported to have resulted from the meetings with UA and Columbia, but the talks with 20th-Fox and Warner have ended in a deadlock.

•

Another indication of the newspaper field's increased favorable reporting on the motion picture industry was the series of articles that appeared in the New York *Daily News* last week, written by Hollywood reporter Florable Muir dealing with the effect of television on films and indicating quite clearly that the industry is more than holding its own.

The series format in this 2,000,000-circulation daily was that of interviews with leading industry figures. Among those interviewed were Darryl Zanuck, Dore Schary and Sam Goldwyn.

•

PHILADELPHIA, Feb. 25.—In the last half of 1951, the Delaware Fund of this city purchased 1,000 shares of Republic Pictures, and 1,200 shares of Technicolor, Inc. Total investments by the Fund in the common stocks of motion picture companies and their market value at the year-end follow: Cinecolor Corp., 14,000 shares, $35,000; Republic, 16,000 shares, $68,000; Technicolor, Inc., 7,200 shares, $160,200.

The $12-million mutual investment company's holdings in film common stocks at the year-end amounted to $263,200, against $216,750 six months previously, according to its annual report.

Cleveland Shipping Firm Is Purchased

CLEVELAND, Feb. 25.—National Film Service has acquired the interests of Louis Gross, Richard Gross and E. S. Johnson in Film Distributors of Ohio and is now sole operator of the storage, inspection and shipping of United Artists, Lippert, Souvaine and Snader prints in this area. Tony Reinman, assisted by three inspectresses will remain in charge of the Film Building offices, now under the supervision of Bud Wetzel of Cincinnati. Disposal of their stock in Film Distributors of Ohio does not affect the Central Shipping Room operated by Gross and Johnson.

'Queen' Ad Precedent

CHICAGO, Feb. 25.—The Woods Theatre has taken a full age four-color ad on "The African Queen" for tomorrow, opening day of the picture, in the Chicago *Tribune*. This is the first time, according to Lambert Swatek head of the *Tribune* advertising dept., that an ad of this type has been run in a daily newspaper in Chicago. The full page space rate of $3,700, plus engraving charges will run the total cost of the ad to well over $4,000.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

National Pre-Selling

LOOK, for March 11, out today, contains the first full description of the magazine's "Annual Movie Awards" in which the editors salute those whose achievements marked the progress of the motion picture industry in 1951. Vivian Leigh is named actress of the year, Frederic March, the best actor, George Stevens top director, Frank Planer, best cameraman—he photographed "Decision Before Dawn"—and Robert Buckner, the writer of "Bright Victory." Arthur Freed, producer of "An American in Paris," and Robert J. O'Donnell, "master showman," are among the top personalities of the year. It's something new and refreshing for annual awards to also include an outstanding theatre operator.

Also named were Danny Thomas, newcomer; Mitzi Gaynor, newcomer, Kim Hunter, supporting actress, and Eddie Mayehoff, supporting actor, with Gene Kelley given a special award as all-around star and Samuel Goldwyn credited with the industry award for achievement.

The same issue of *Look* also features a picture story of "What Happened When Hope Hit Bellaire"—the photographic report of the world premiere of "My Favorite Spy" in Mrs. Anna Kutchinka's living room in the Ohio river town, which is better now than sooner, since it is currently keyed to playdates.

•

Wade H. Nichols, editor of *Redbook,* will present the magazine's 13th annual movie award to Metro-Goldwyn-Mayer for four outstanding films of the past year, on Friday. The presentation will be part of the Mario Lanza radio broadcast, by courtesy of Coca-Cola, the sponsors. Dore Schary, vice-president in charge of production at the M-G-M studios, will accept the silver cup. Mario Lanza's "Great Caruso," together with "Show Boat," "An American in Paris" and "Quo Vadis" will also be honored. The magazine gives praise editorially to other M-G-M pictures of the past season, notably "Red Badge of Courage," "Go for Broke," "Magnificent Yankee," "Angels in the Outfield" and "Father's Little Dividend."

Redbook's **"Picture of the Month," selected by Florence Somers, is announced in the March issue as Paramount's "The Greatest Show on Earth," with "Phone Call from A Stranger," "Rashomon"' and "Viva Zapata!" as runners-up.**

•

Henry J. Kaiser, personally, has donated an extra $2,000 in cash to the prizes to be awarded to showmen for the best campaigns on Universal's "Steel Town" which was photographed in the Kaiser steel mills at Fontana, Cal., and which opens in Detroit on March 13. The cash awards are in addition to five "Henry J." cars, and Kaiser-Frazer dealers will have trips to Hollywood as a supplementary prizes for the best cooperation with theatre playdates.

Universal's "It Grows on Trees" will be printed in complete novelette form in the July *Cosmopolitan* and Bantam Books are publishing a new edition of Universal's "Bend of the River."

WALTER BROOKS

B'way Grosses Climbing High

(*Continued from page 1*)

showcase comparable to "Naked City," "Adams Rib," and second to "Quo Vadis" for a non-stage show attraction.

'This Woman' Bows

An excellent $64,000 is estimated for the second and final week of "A Girl in Every Port" at the Paramount, where "This Woman Is Dangerous" bows in tomorrow. The film, aided by a stage show headlining Gene Krupa, did better the second week, which included the holiday, than the first.

A new generation is flocking to see "Snow White and the Seven Dwarfs" at the Criterion, where a healthy $45,000 is seen for the first inning of this RKO Pictures reissue. The famed Walt Disney production is expected to remain there for another five weeks.

Over at Radio City Music Hall, "The Greatest Show on Earth" is still packing them in, with $132,000 predicted for the seventh week. Metro-Goldwyn-Mayer's "Singin' in the Rain" has been booked for the Hall's Easter attraction.

Another outstanding hold-over is "Quo Vadis" at the Astor, where a big $32,000 is indicated for the 16th stanza. At the Mayfair, an excellent $41,000 is forecast for the fourth week of "Sailor Beware," while a fine $35,000 is estimated for the third inning of "Viva Zapata" at the Rivoli.

"Death of A Salesman" at the Victoria is expected to do a nice $15,000 for its tenth week, while a fair $14,500 is seen for the third inning of "When Worlds Collide" at the Globe.

"Retreat, Hell!" at the Warners opened to a good $15,000 for its first week. Bolstered by the holiday, "The Judy Garland Festival," composed of two reissues starring Miss Garland—"Meet Me in St. Louis" and "Babes in Arms"—is expected to rack up a satisfactory $15,000 at Loew's State.

At the off-Broadway houses, a pretty good first week gross of $10,071 is forecast for "The Woman in Question" at the Park Avenue. At the Bijou, a strong $12,000 is expected for the fifth week of "Cry, the Beloved Country."

"The Lavender Hill Mob" at the Fine Arts is expected to match its excellent previous week's gross of $7,000 for its 17th inning. A fine $6,000 is seen for the eighth week of "Tales of Hoffmann" at the Sutton, while at the Paris "The River" is forecast for a healthy $8,000 in its 25th week. The French import, "Under the Paris Sky," will be the Paris' next attraction.

At the new Baronet, a fair $6,000 was registered by the first week of "Navejo." Meanwhile, UA announced that "Queen for A Day" will have its New York premiere March 5 at the Brooklyn Paramount Theatre, and "Royal Journey," another UA release, will bow Thursday at the Guild Theatre.

Holiday 'Upbeat' Reflected In Cleveland 1st-runs

CLEVELAND, Feb. 25.—Holiday weekend business was excellent among most first-run downtown houses.

"African Queen" at Loew's State did a big $12,000 for the three days, while "Bend of the River" at the RKO Palace grossed a fine $10,000 and "Quo Vadis" in its 15th week at Loew's Stillman outgrossed the previous two weeks.

Neighborhood theatres report a fair weekend with only fair product breaking.

'Greatest Show' Breaks Record in Baltimore

BALTIMORE, Feb. 25.—The Washington's Birthday holiday weekend gave a strong start to new attractions here, besides aiding holdovers.

"The Greatest Show on Earth," which bowed last Wednesday at Keith's Theatre, is currently breaking all records, according to owner J. L. Schanberger. At advanced prices of 90 cents and $1.25 including tax, the first week is estimated at slightly over $30,000, passing the previous high mark set by "Unconquered."

Los Angeles Business Tops Recent Levels by Substantial Margin

HOLLYWOOD, Feb. 25.—With Washington's birthday and ideal weekend weather contributing factors, first runs, led by "The Greatest Show on Earth," topped recent levels by substantial margins collectively. "Greatest" broke records at both the Orpheum, Downtown, and Warners Beverly, in Beverly Hills, grossing $42,000 in the first four days with a $60,000 week considered a minimum estimate. "Detective Story," playing for the first time at regular prices, at Paramount Hollywood and Downtown, was a strong entry, and "The Las Vegas Story" enjoyed a powerful second week at the Pantages and Hillstreet.

'Vadis', 'One More' Top Good Chicago Business at Weekend

CHICAGO, Feb. 25.—Business was very good here over the weekend, particularly at the first runs with many kids down in the Loop. The Oriental and Chicago, playing "Quo Vadis" and "Room for One More," respectively, were the leaders with "Quo Vadis" getting about $34,000 for the three-day weekend and the Chicago over $20,000 for the same period.

Ticket Prices

(*Continued from page 1*)

to 75.8 per cent above the base by the end of September. In the final quarter, however, they rose to 76.1 per cent above the 1935-39 average.

Children's prices, which had been dropping steadily since the middle of 1950, also rose toward the end of 1951. At the end of December, they stood at 48.3 per cent above the base, compared with 47.8 per cent at the end of September.

As a result of the increase in both price groups, the combined index rose from 72.1 per cent above the base at the end of September to 72.4 per cent at the end of December. This was the second highest figure on record, being exceeded only by the 75.1 per cent figure at the end of March, 1951.

Defers Para.

(*Continued from page 1*)

aminer Leo Resnick, with Paramount Pictures general counsel Austin C. Keough continuing on the stand. His testimony today dealt with Paramount's general corporate structure and trade practices before the reorganization in 1932.

Judy Garland Sets $800,000 Record

An all-time record for the two-a-day RKO Palace here was established by Judy Garland, who finished her 19-week run racking up a total gross of $800,000.

Her 184th performance last Sunday shattered both the holdover and box-office record. Meanwhile, a premiere for today's new show, headlining Lauritz Melchior, Ben Blue and Jean Carroll, is set, for a limited run of two weeks, with all seats reserved.

New England Unit

(*Continued from page 1*)

Rhode Island and Connecticut. Mel Morrison will take over supervision of theatres in Maine, New Hampshire and Vermont formerly handled by Browning, and Chet Stoddard will take over the North Shore theatres in Massachusetts formerly operated by Morrison.

Duties Taken Over

In order to enable Stoddard to assume his new operation, many duties heretofore handled by him at the main office will be taken over by Jerry Govan. Also, George Moffitt, managing director of the Capitol in Allston, Mass., will be assigned to the booking department. Lou Kenney, manager of the Paramount in Newton, will be transferred to the Capitol at Allston, while Mario Poto, of the Metropolitan, Boston, will be assigned to the Paramount in Newton.

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in the Sun Country
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NEW YORK 630 Ninth Av

Compo Meet

(*Continued from page* 1)

conference in these terms: "The successful merchant makes a periodic and meticulous inventory, and that will be the nature of our efforts at the Conference, a general stocktaking. We know we have many valuable assets that may not be producing at the present time. The purpose of this conference as I see it, will be to undertake a general evaluation of our position in the community as well as on manpower, ideas and product, which are our stock in trade. We must avoid getting into the rut of thinking only and altogether commercially. Many theatre owners and managers in Texas under the COMPO program have proven to themselves that an active interest in community welfare and problems has been paying off in improved boxoffice."

Cole States

Col. H. A. Cole, co-chairman of Texas COMPO Showmen, stated: "If the individual theatre manager is not looked upon as a leader in his community, in the same way as the mayor, the minister in the church, or the superintendent of schools, he is not doing his job. But if he is that leader, not only does he have the respect of the entire community but we know that it means extra revenue at the box-office."

Billy Graham, famed evangelist, has been invited as the key-note speaker. Other prominent speakers who have been invited include Eric Johnston, president of MPAA; Ronald Reagan, president of Screen Actors Guild; Leonard H. Goldenson, president of United Paramount Theatres; Col. William McCraw, executive director of Variety Clubs International; Dr. William H. Alexander; David O. Selznick; R. J. O'Donnell and Cole, co-chairmen and founders of the currently successful "Movietime" campaign.

Program Highlights

Highlights of the program will include a testimonial banquet honoring O'Donnell and Cole for their efforts in the COMPO "Movietime" campaign; a testimonial luncheon for John Rosenfield, director of the amusement section of the Dallas *Morning News,* commemorating his 25 years of service in behalf of the industry; simultaneous board meetings of Allied and TOA of Texas; and the annual meetings of circuit theatre managers for Interstate, Rowley United, Texas Consolidated, Theatre Enterprises, Jefferson Amusement, Video Independent Theatres, East Texas Theatres, J. G. Long Theatres, Leon Theatres, Tri-State Theatres, Wallace Theatres, Isley Theatres, Henry Hall Industries, and Ezell and Associates.

Special guests will include the Governor of Texas, presidents of Allied and TOA organizations, chief barkers of the Variety Tents in the USA as well as overseas, presidents, salesmanagers and advertising-publicity directors of film distribution companies, executives and leaders of production companies, officers of the Screen Producers Guild, Screen Directors Guild, Screen Actors Guild, Screen Writers Guild, executives of Dallas distribution exchanges, trade paper publishers and civic dignitaries as well as associated industry executives.

The need for copper scrap is urgent.
SAVE THOSE COPPER DRIPPINGS.

Arnall Reports 'Illegalities'

(*Continued from page* 1)

letter which was dated Feb. 19 and released to the press yesterday by the SIMPP's New York office, "are increasingly concerned about the lack of policing of the decrees in the motion picture monopoly cases. We are prepared to furnish information as to collusive trade practices within the industry which are violative of the orders of the court, the consent judgement and decrees entered into by the defendants in the motion picture monopoly cases."

Obtained Court Order

UPT has obtained a court order for the government to show cause why two years additional delay should not be granted before compliance with the divorcement order. A hearing on the order has been scheduled for March 7 in the New York Statutory Court.

Arnall told McGrath that "if this unreasonable and callous request" of UPT is granted, "the government's motion picture litigation will have ended in complete and absolute failure and disaster."

The letter continued: "For while United Paramount Theatres, Inc., will be enjoying for two long additional years an undeserved respite, practicing illegal extortion and conspiracy under legal sanction and protection, many small independent motion picture producers will continue to be victimized, devoured and destroyed. It would be a travesty on justice, for example, for the courts to give a burglar two years in which to continue his burglary with immunity while his defenseless victims are wrecked and ruined, powerless to resist."

Calls Attention

Arnall wrote that "as I take leave of absence from my duties as president of the Society of Independent Motion Picture Producers to temporarily enter Federal service, I wish to forcefully call your attention to this very serious matter and urge your personal interest and that of the Department in seeing to it that the motion filed by UPT is successfully thwarted and resisted."

The relief thus far obtained from the Department's efforts to destroy "the monopolies, conspiracies, collusive trade practices, and illegalities existing within the motion picture industry" does not "go fully to the heart of the infamy and has failed to measure up in the remotest degree to the fond expectations of those of us who hoped for a motion picture industry in which competitive business influences would have full place and free opportunity," Arnall's letter stated.

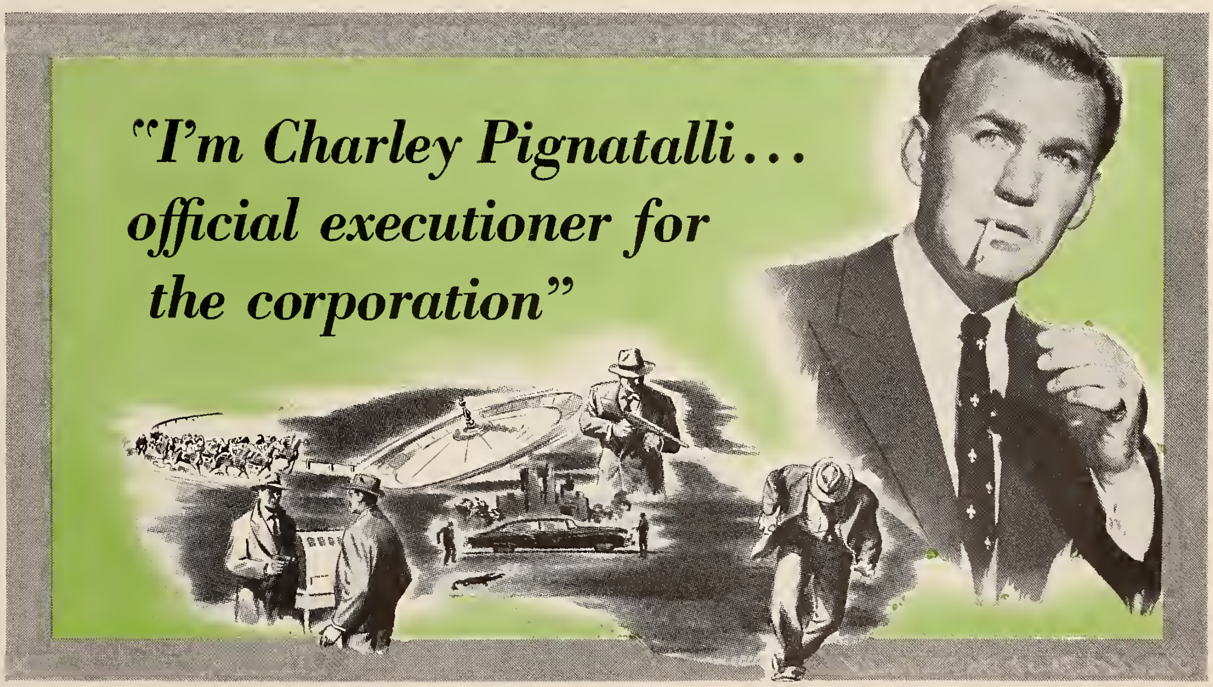
Copies of the Arnall letter were sent to H. Graham Morison, Assistant Attorney-General in charge of the anti-trust division, and Philip Marcus, Justice Department attorney.

Sees TV in U.S. As Aid in Canada

TORONTO, Feb. 25.—Canadian exhibitors are said to be benefiting greatly by the problems created by television in the U. S., with Hollywood films flowing into TV-free Canada reflecting the higher quality necessitated by the competitive TV factor across the border.

These were the sentiments expressed by J. J. Fitzgibbons, president of Famous Players Canadian Corp., in an optimistic forecast on the industry in Canada.

IT HAPPENED HERE
from back alley punk to
"respectable" business man



You'll see him soon in one of the most
startling pictures in years!

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Jan. 20	(Jan. Releases) BOOTS MALONE William Holden Johnny Stewart D—103 min. (Rev. 12/28/51)	MAN BAIT George Brent Marguerite Chapman D—78 min. (5103)	THE SELLOUT Walter Pidgeon John Hodiak D—83 min. (Rev. 12/17/51)	ALADDIN AND HIS LAMP (Color) Patricia Medina John Sands D—66½ min. (5299) (Rev. 2/11/52)	(Jan. Release) HONG KONG (Color) Ronald Reagan Rhonda Fleming D—91 min. (5109) (Rev. 11/15/51)	CAPTIVE OF BILLY THE KID Alan "Rocky" Lane O—54 min. (5064) (Rev. 1/18/52)	(Jan. Releases) ON DANGEROUS GROUND Ida Lupino D—62 min. (215) (Rev. 11/30/51)	(Jan. Releases) THE MODEL AND THE MARRIAGE BROKER Jeanne Crain Scott Brady CD—103 min. (Rev. 11/27/51)		(Jan. Releases) FLAME OF ARABY (Color) Maureen O'Hara Jeff Chandler D—77½ min. (207) (Rev. 11/26/51)	
Jan. 27	INDIAN UPRISING (Color) George Montgomery O—75 min. (Rev. 1/3/52) THE OLD WEST Gene Autry O—61 min. (Rev. 1/11/52)		INVITATION Dorothy McGuire Louis Calhern D—85 min. (Rev. 1/24/52)	TEXAS CITY Johnny Mack Brown O—54 min (5241)		LADY POSSESSED James Mason June Havoc D—87 min. (5104) (Rev. 2/15/52)	(Goldwyn) I WANT YOU Dana Andrews Dorothy McGuire D—102 min. (251) (Rev. 11/1/51) TEMBO (Color) Howard Hill (Semi-Documentary) 80 min. (265) (Rev. 12/18/51)	DECISION BEFORE DAWN Richard Basehart Gary Merrill D—119 min. (Rev. 12/19/51)	CLOUDBURST Robert Preston D—83 min. (Rev. 2/4/52)	BRIGHT VICTORY Arthur Kennedy Peggy Dow D—97 min. (208) (Rev. 7/20/51) FINDERS KEEPERS Tom Ewell Julia Adams C—74 min. (211) (Rev. 12/14/51)	ROOM FOR ONE MORE Cary Grant Betsy Drake CD-98 min. (113) (Rev. 1/10/52)
Feb. 3	SMOKY CANYON Charles Starrett Smiley Burnette O—55 min. (Rev. 1/28/52)		LONE STAR Clark Gable Ava Gardner D—94 min. (Rev. 12/20/51)	NIGHT RAIDERS Whip Wilson O—52 min. (5251)		COLORADO SUNDOWN Rex Allen Mary Ellen Kay O—67 min. (5141) (Rev. 2/18/52)	A GIRL IN EVERY PORT Groucho Marx William Bendix C—86 min. (218) (Rev. 12/27/51)	(Bernhard Prods.) JAPANESE WAR BRIDE Shirley Yamaguchi D—91 min. (Rev. 1/7/52)	(Jack Schwarz) BUFFALO BILL IN TOMAHAWK TERRITORY Clayton Moore O—66 min. (Rev. 2/4/52)	THE CIMARRON KID (Color) Audie Murphy Beverly Tyler O—84 min. (213) (Rev. 12/14/51)	
Feb. 10	(Feb. Releases) DEATH OF A SALESMAN Fredric March D—111 min. (Rev. 12/10/51) THE HAREM GIRL Joan Davis C—70 min. (Rev. 1/18/52)	NAVAJO All Indian cast 70 min. (5104) (Rev. 2/11/52) STRONGHOLD Veronica Lake Zachary Scott D—73 min. (5107)	SHADOW IN THE SKY Ralph Meeker James Whitmore D—78 min. (Rev. 12/18/51)	FORT OSAGE (Color) Rod Cameron O-72 min. (5102) (Rev. 1/18/52)	(Feb. Releases) SAILOR BEWARE Dean Martin Jerry Lewis C—104 min. (5114) (Rev. 11/29/51)		(Feb. Releases) (Re-Release) HUNCHBACK OF NOTRE DAME Charles Laughton Maureen O'Hara D—117 min. (266) (Rev. 12/15/39)	(Feb. Releases) DAVID AND BATHSHEBA (Color) Gregory Peck Susan Hayward D—116 min. (Rev. 8/15/51)	(Jean Renoir) THE RIVER (Color) Tom Breen Radha D—99 min. (Rev. 9/7/51)	(Feb. Releases) BEND OF THE RIVER (Color) James Stewart Arthur Kennedy OD—91 min. (212) (Rev. 1/22/52)	THIS WOMAN IS DANGEROUS Joan Crawford Dennis Morgan D—100 min. (114) (Rev. 1/24/52)
Feb. 17	HAWK OF WILD RIVER Charles Starrett Smiley Burnette O—54 min. (Rev. 2/11/52) (Reissue) KONGA, THE WILD STALLION O—65 min.		BELLE OF NEW YORK (Color) Vera Ellen Fred Astaire M—82 min. (Rev. 2/18/52)		FLAMING FEATHER (Color) Sterling Hayden Barbara Rush O—77 min. (5118) (Rev. 12/14/51)		(Re-Release) CAT PEOPLE Simone Simon Kent Smith D—73 min. (267) (Rev. 11/16/42) THE LAS VEGAS STORY Jane Russell Victor Mature D—88 min. (217) (Rev. 1/3/52)	PHONE CALL FROM A STRANGER Bette Davis Shelley Winters D—96 min. (Rev. 1/8/52)	(Bogeaus) ONE BIG AFFAIR Evelyn Keyes Dennis O'Keefe C—80 min.	MEET DANNY WILSON Frank Sinatra Shelley Winters CM—88 min. (205) (Rev. 1/11/52)	
Feb. 24	THE FIRST TIME Robert Cummings Barbara Hale CD—89 min. (Rev. 1/28/52)			WACO Wild Bill Elliott O—73 min. (5224)			AT SWORD'S POINT (Color) Cornel Wilde Maureen O'Hara D—81 min. (Rev. 1/24/52)	RED SKIES OF MONTANA (Color) Richard Widmark Constance Smith O—98 min. (Rev. 1/24/52)	(Benagoss Prods.) THE GREEN GLOVE Glenn Ford Geraldine Brooks D—88 min. (Rev. 1/31/52)	HERE COME THE NELSONS Ozzie & Harriet Nelson CD—76 min. (210) (Rev. 1/18/52)	RETREAT, HELL! Richard Carlson Frank Lovejoy D—95 min. (115) (Rev. 2/11/52)
Mar. 2		WINGS OF DANGER Zachary Scott D (5106)	JUST THIS ONCE Janet Leigh Peter Lawford C—90 min. (Rev. 1/17/52)			THE LAST MUSKETEER Rex Allen O—67 min. (5142)	(Re-Release) SNOW WHITE AND THE SEVEN DWARFS (Color) Walt Disney animated cartoon 83 min. (292) (Rev. 12/23/37) TRAIL GUIDE Tim Holt O—60 min. (219) (Rev. 1/21/52)		(Alex. Paal) A TALE OF FIVE WOMEN Bonar Colleano CD—86 min.		
Mar. 9	(March Releases) MY SIX CONVICTS Millard Mitchell Gilbert Roland CD—104 min. SCANDAL SHEET Broderick Crawford Donna Reed D—82 min. (Rev. 1/18/52)		LOVE IS BETTER THAN EVER Elizabeth Taylor C—81 min. (Rev. 2/5/52)	RODEO (Color) Jane Nigh O—70 min. (5104)					(King Bros.) MUTINY (Color) Mark Stevens D—76 min. (Natl. Film Board of Canada) ROYAL JOURNEY (Color) Documentary 52 min. (Rev. 1/18/52)	(March Releases) STEEL TOWN (Color) Ann Sheridan John Lund D—83 min. (215)	BUGLES IN THE AFTERNOON (Color) Ray Milland Helena Carter OD—85 min. (Rev. 1/31/52)
Mar. 16	JUNGLE JIM IN THE FORBIDDEN LAND Johnny Weissmuller D	VALLEY OF EAGLES Jack Warner D—(5114)			(March Release) SOMETHING TO LIVE FOR Ray Milland Joan Fontaine D—89 min. (Rev. 1/28/52)		(March Releases) TARZAN'S SAVAGE FURY Lex Barker D	(March Releases) FIVE FINGERS James Mason Danielle Darrieux D—108 min. (Rev. 2/13/52) RETURN OF THE TEXAN Dale Robertson Joanne Dru O—88 min. (Rev. 2/13/52)	(Horizon-Romulus) THE AFRICAN QUEEN (Color) Humphrey Bogart Katharine Hepburn D—106 min. (Rev. 12/26/51)	FLESH AND FURY Tony Curtis Jan Sterling D—82½ min. (214)	
Mar. 23	OKINAWA Pat O'Brien Cameron Mitchell D—67 min. NIGHT STAGE TO GALVESTON Gene Autry O—61 min.		THE WILD NORTH (Color) Stewart Granger D—97 min. (Rev. 1/15/52)	HOLD THAT LINE Leo Gorcey CD—64 min. (5211)		LEADVILLE GUNFLINGER Alan "Rocky" Lane O	RANCHO NOTORIOUS (Color) Marlene Dietrich Mel Ferrer OD—89 min. (Rev. 2/11/52)	VIVA ZAPATA! Marlon Brando Jean Peters D—113 min. (Rev. 2/6/52)	STRANGE WORLD Angelica Hauff Helmut Schneider D—80 min.	THE TREASURE OF LOST CANYON (Color) William Powell Julia Adams D—81 min. (209) (Rev. 2/18/52)	A STREETCAR NAMED DESIRE Vivien Leigh Marlon Brando D—122 min. (Rev. 6/14/51)
Mar. 30				THE MAN FROM BLACK HILLS Johnny Mack Brown O—51 min. (5242)							THE BIG TREES (Color) Kirk Douglas Eve Miller D—89 min. (Rev. 2/6/52)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

Says Chicago Police Won't Censor Video

CHICAGO, Feb. 25.—*TV Forecast*, out today, takes a swipe at the film industry in the column written by "Mike Boom." Boom says "despite Police Commissioner Tim O'Conner's recent blast at TV murder programs, it's not true that the police department will set up a censor board to deal with the problem. Apparently the Chicago censor board has its hands full with the movie problem. And speaking of movies, did you see where 91 more theatres closed doors in 1951? And they all blame television. Here's the bright note to the picture—some operators are converting their theatres into churches and garages. We could use a lot more of both."

Program Completed For Drive-in Meet

KANSAS CITY, Feb. 25. — The agenda of the program has been completed for the meeting of drive-in operators set here for Wednesday by the Kansas-Missouri Theatre Association. The sessions, to be held at the Hotel Phillips, will feature the following subjects and speakers:

Drive-in concessions operation; opening of a drive-in theatre for the new season, Darrell Manes; how to build a drive-in theatre under present N.P.A. restrictions, Dietz Lusk; showmanship ideas for drive-ins, Louis Higdon; drive-in maintenance, Art Perry; operational problems, Jack Braunagle; liability insurance, Richard Orear.

The semi-annual spring meet of the Kansas-Missouri Theatre Association, for regular and drive-in operators, will be held on May 20.

Speakers Are Set for Allied Drive-in Meet in K. C.

KANSAS CITY, Feb. 25.—The drive-in conference sponsored by the Allied Independent Theatre Owners of Kansas and Missouri March 4-6, is to have as speakers "Bill" Anderson of Oklahoma City for the banquet Wednesday night, and Allied president Wilbur Snaper, general counsel Abram F. Myers, Charles Niles and others for the day sessions and clinics.

The meetings and national drive-in theatre equipment show will be in the Continental Hotel.

Ohioans Prepare for May Drive-in Meet

COLUMBUS, O., Feb. 25. — At a meeting here of the Ohio Drive-in Association, at which 67 drive-in theatre owners were represented, Leroy Kendis of Associated Theatres, Cleveland, was named chairman of a committee to prepare arrangements for the annual meeting of the group which will be held in Cleveland late in May.

The following members were named to the nominating committee that will prepare a slate of officers for the election to be held at that meeting: Kendis, Jim Dempsey, Toledo; Jack Stedman, Marietta; Glenn Fliehmann, Morristown; Carlos Crum, Lancaster.

Sterling Names Greenhill

Edward Greenhill has been appointed advertising manager of Sterling Television Co. by Saul J. Turell, Sterling president. He succeeds Richard Carlton who was named to head Sterling's new stock-shot division.

Review

"Mutiny"

(King Bros. Productions-United Artists)

THE accent of this King Brothers production is on action and as a saga of the seas "Mutiny" should do fairly well.

A perilous voyage of an American sailing vessel, charged with the mission of carrying $10,000,000 in gold bullion from France to the United States during the War of 1812, forms the outline of the story. Color by Technicolor adds majesty to the seascapes.

Mark Stevens as James Marshall is a young captain in the U. S. Navy who must run his ship through the British blockade. To accomplish this Stevens procures the aid of Patric Knowles, who portrays a seasoned captain who has been cashiered out of the British Navy. Knowles' bitterness in not being given command of the vessel is intensified by his love for Angela Lansbury, portraying an ambitious, heartless woman.

Things reach reach a climax on the trip home when, after escaping from many British interceptors, the gun crew, led by Knowles, stages a successful mutiny. Stevens is allowed to escape, set adrift on a board. He lands on a beach and finally leads the way to the recapture of the vessel and the gold bullion by the U. S. Navy.

One of the highlights of the picture is the submarine sequence, featuring one of the earliest underwater crafts ever used in warfare. Mention should also be made of the role played by Gene Evans, known as "Hook." His fierceness compares with "Long John Silver" of "Treasure Island" and "Captain Hook" of Peter Pan.

Others in the cast include Rhys Williams, Robert Osterloh, Peter Brocco, Norman Leavitt and Gene Roth. Maurice King and Frank King produced. Edward Dmytryk directed, from a screenplay by Philip Yordan and Sidney Harmon, based on a story by Hollister Noble.

Running time, 77 minutes. General audience classification. Release date, March 14.

MURRAY HOROWITZ

Events for 'Bugles' Utah Opening Set

Ray Milland, who stars in "Bugles in the Afternoon," a William Cagney color in Technicolor production for Warner Brothers, will head a Hollywood delegation to Salt Lake City to participate in the festivities planned for the picture's world premiere at the Utah Theatre there on Thursday.

An inscribed U. S. Cavalry bugle and scroll of appreciation will be presented to Jack L. Warner by Utah's Governor J. Bracken Lee as a highlight of the ceremonies. Milland will receive the bugle and scroll on behalf of Warner.

Mass. Would Restrict Drive-in Construction

BOSTON, Feb. 25.—A bill prohibiting the construction of drive-in theatres in Massachusetts within 2,000 feet of schools, churches and hospitals was favorably reported by the Joint Legislative Committee on Mercantile Affairs.

Another bill to prohibit the renewal of licenses of drive-in theatres now built within 2,000 feet of schools, churches and hospitals was thrown out by the committee.

Maccis Are Sued Over Percentages

DAYTON, O., Feb. 25.—Three percentage actions were filed in Federal Court here against Sante Macci and Roland Macci, doing business as Macci Brothers. The actions were taken by Universal, United Artists and Paramount and involve the Wayne Theatre in Greenville.

Paxton and Seasongood of Cincinnati, represent the distributors, with Sargoy and Stein of New York of counsel.

AMPP Names Gordon

HOLLYWOOD, Feb. 25.—The Association of Motion Picture Producers has named Universal International's William Gordon chairman of its international committee.

Teachers Cite 'Zapata'

"Viva Zapata!" 20th Century-Fox, now in its world premiere engagement at the Rivoli Theatre here, has been selected for the lead review in the first issue of the New York Board of Education's monthly bulletin for teachers, "Views and Previews." The bulletin is given to educators here.

Contest to Promote Interest in Films

CHICAGO, Feb. 25.—The local *Sun Times* has announced a contest for film fans in which they are offered prizes up to $150 in U. S. bonds for the best pick of Academy Awards winners. The contestant whose ballot most nearly coincides with the 1951 Awards will win the top prize. In the case of ties, contestants will be judged on the written portion of their entries on a statement on "Why I Like to Go to the Movies."

Second prize is a $100 bond, third prize a $50 bond and the next 350 prizes are a pair of tickets each to a Chicago area theatre.

Find Old Louisville License Tax Law

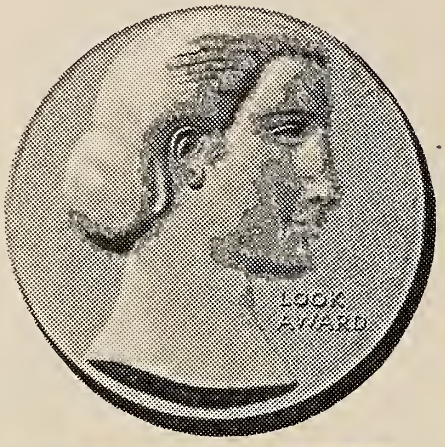
LOUISVILLE, Feb. 25.—This city has discovered an inactive license tax law which has been on the books since 1939 and which could net the city $75,000 a year. The ordinance, imposing an annual regulatory license tax on all theatres, would require theatres with fewer than 600 seats to pay $200 annually, those with from 600 to 800 seats, $300, and those with over 800 seats, $600.

Harris Coleman, attorney for the city's sinking fund, which is required to collect the tax, said he would recommend that the fund start collecting it and also seek back payment for the last five years. The statute of limitations prevents going further back.

The need for copper scrap is urgent. SAVE THOSE COPPER DRIPPINGS.

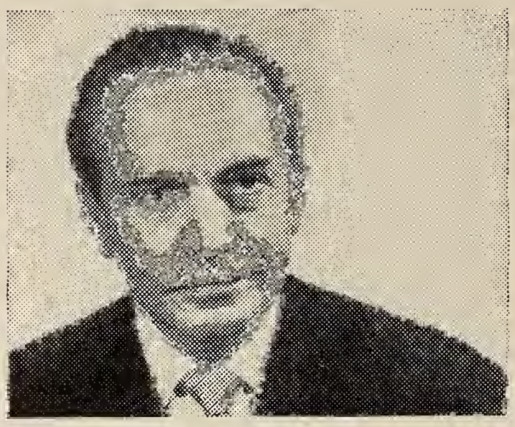
JOAN FONTAINE · RAY MILLAND
TERESA WRIGHT
are starred in the great new hit from the producer-director of "A Place In The Sun"
George Stevens' Something To Live For
A Paramount Picture

Look MAGAZINE ANNOUNCES ITS

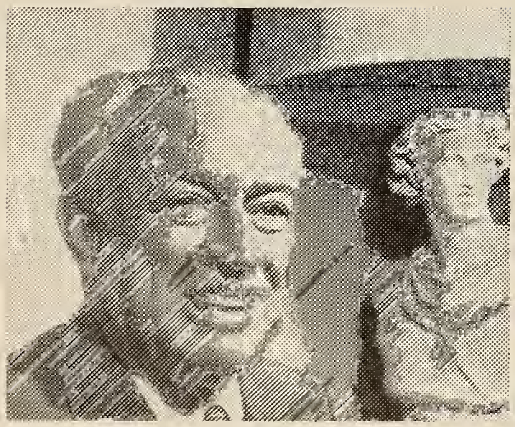


ELEVENTH ANNUAL MOTION PICTURE ACHIEVEMENT AWARDS

Actress: VIVIEN LEIGH


Actor: FREDRIC MARCH

Director: GEORGE STEVENS


Exhibitor: ROBERT J. O'DONNELL*

Producer: ARTHUR FREED

Industry Award: SAMUEL GOLDWYN

Cameraman: FRANK PLANER

Writer: ROBERT BUCKNER

Newcomer: DANNY THOMAS

Newcomer: MITZI GAYNOR

Supporting Actor: EDDIE MAYEHOFF

Supporting Actress: KIM HUNTER

Special Award: GENE KELLY

In the issue of March 11 . . . now on the newsstands . . . LOOK presents its *eleventh* annual awards to the motion picture industry.

These awards climax the exciting editorial coverage of Hollywood products and personalities that LOOK gives to its 18,453,000 readers . . . issue after issue, year after year.

The presentation of these coveted awards has become a celebrated annual event in the motion picture industry. The awards constitute still another reason why LOOK is widely regarded as "the most powerful selling force for movies."

Look

. . . movies' greatest salesman

* Mr. O'Donnell, executive V.P. of Interstate Theatres, Dallas, and National Campaign Director of Movietime, U.S.A., is the second exhibitor honored by LOOK. Last year's winner was Phil Chakeres of Springfield, Ohio.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 39 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 27, 1952 TEN CENTS

U.S. Opposes UPT Bid for More Time

Would Name Trustees to Dispose of 198 Theatres

The government, in its countermotion asking the New York Statutory Court to deny United Paramount Theatres' bid for an extension of divestiture time, yesterday requested a court order setting a 60-day deadline for the disposal of UPT's wholly-owned theatres and a 90-day deadline for jointly-owned theatres.

In the event of UPT failing to meet the requested deadline, the government asked the court to appoint trustees promptly to dispose of the remaining 198 UPT theatres. These theatres, under the terms of the March 3, 1949 consent decree, were to be disposed of by March 3, 1952 and for which UPT is seeking a two-year extension of time.

Hearings on the case have been set

(Continued on page 6)

Keough Questioned On Para. Trustees

WASHINGTON, Feb. 26.—Paramount Pictures general counsel Austin C. Keough, in his fourth day on the witness stand in the Federal Communications Commission's Paramount hearings, was closely questioned by FCC counsel on the propriety of the actions of Paramount trustees in the immediate post-bankruptcy period.

In a long series of questions, FCC counsel Max Paglin asked how it happened that the trustees appointed were so often Paramount officers, whether

(Continued on page 3)

3 More King Bros. Pictures for U.A.

King Brothers Productions this year will release three more pictures through United Artists under a deal with Frank King announced here yesterday by U.A. Two of the films will be in color by Technicolor.

Added to a production schedule which the distributor says assures it its strongest line-up of major features in many years, the three in-

(Continued on page 2)

Telemeter Will Be Installed in Palm Springs Next Sept.

HOLLYWOOD, Feb. 26.—Barring unexpected disapproval by the City Council, unanticipated copper shortage, and other unpredictables, Telemeter Corp. will transform mountain-rimmed, television-less Palm Springs, California, into the first Telemeter-serviced city next September, company executives disclosed today at a factory demonstration of its coin-box subscription-television method for the press today.

At a cost in excess of $100,000, Telemeter will install a studio in Palm Springs, string wires throughout the city, with individual drops to each home television set, thus getting a practical application of its system into public operation without waiting for the Federal Communications Commission's clearance of subscriber video.

(Continued on page 10)

FTC Order on Ad Film Pacts Ended

WASHINGTON, Feb. 26.—The Fifth Circuit Court of Appeals in New Orleans has set aside a Federal Trade Commission order against long-term exclusive screening contracts for commercial advertising films for theatres, FTC officials here reported.

The Commission had ordered four film companies to discontinue any exclusive screening contracts that ran for a year or more. All four com-

(Continued on page 6)

Skouras Hasn't Accepted Compo Presidency Yet

An exchange of cables between Council of Motion Picture Organizations' officials and Spyros P. Skouras, who is in Zurich, Switzerland, on a business trip, has thus far failed to elicit formal acceptance by Skouras of the COMPO presidency, to which he was nominated last Thursday.

Nevertheless, the impression prevails that Skouras can be induced to take the post by limiting his tenure, if necessary, to a one year term. COMPO's first and only other presi-

(Continued on page 3)

Coast Group Will Probe Practices

SALT LAKE CITY, Feb. 26.—The Western Theatre Owners Association is about to launch a survey of distributor-exhibitor relations in Utah and Idaho, it was disclosed here today by Rotus Harvey, president of the WTOA, at a meeting of the Utah and Southern Idaho Independent Theatre Owners.

At the meeting, held in the Hotel Utah, some 70 theatre owners parti-

(Continued on page 3)

Some House Group Members Call 'Red' Report 'Unfair'

WASHINGTON, Feb. 26.—At least one member of the House Un-American Activities committee is ready to admit the committee's attack on the motion picture industry was "very unfair."

Rep. Walter of Pennsylvania, ranking Democrat on the committee, said he felt the report's criticism of the industry for not taking firmer steps against Communists after the 1947 hearings was ill-advised. "The best proof," he declared, "is that most of the evidence we got in the recent hearings dealt with situations years ago. We got very little on current Communist strength in the industry."

Walter said he would favor some statement by the committee "to correct this situation." He pointed out, however, that Chairman Wood (D., Ga.) and three other committee members are currently holding hearings in

(Continued on page 6)

Warner's Directors Reelect Officers

Harry M. Warner, president, and Albert and Jack L. Warner, vice-presidents, and all other company officers were reelected yesterday at a meeting here of the Warner board. Albert Warner also was reelected treasurer.

Additionally, Walter Meihofer was

(Continued on page 2)

TOA SUBMITS PLAN OF ARBITRATION

Somewhat Like Allied's, But Suggests One Paid Administrative Head

Theatre Owners of America has supplied distributors with copies of the arbitration plan which the TOA board approved at its meeting last month on the Coast. Resembling somewhat the arbitration proposals which national Allied several days ago handed the companies, TOA's plan is distinguished principally by its recommendation that a national administrator, appointed by the U. S. Secretary of Commerce, head up an industry arbitration system at a salary of not more than $25,000 annually.

The TOA plan, in specifying matters which shall be arbitrable, makes no mention of film rentals specifically, although it does include: "Any matters arising out of, or in connection with, the film con-

(Continued on page 3)

MGM, 20th for WTO Arbitration Plan

SALT LAKE CITY, Feb. 26.—M-G-M and 20th Century-Fox have agreed to the conciliation and arbitration committee plan formulated by the Western Theatre Owners Association, Rotus Harvey, president, announced at a luncheon meeting in Salt Lake City Tuesday.

The plan will be tried out in the Salt Lake, Portland, Seattle and San Francisco Exchange areas, Harvey told a group of 70 exhibitors from Utah and Southern Idaho at the Hotel Utah.

Theatre TV Hearing Now Off to May 5

WASHINGTON, Feb. 26.—The Federal Communications Commission has postponed from March 10 to May 5 the scheduled start of the theatre television hearings.

The Commission said it would be tied up on other matters until then, and that the postponement would help the "orderly disposition of Commission business." FCC officials said they hoped the delay this time would be long enough for the hearings to actually start on the newly scheduled date.

Mulvey to Coast on Goldwyn Plans

James A. Mulvey, president of Samuel Goldwyn Products, has arrived in Hollywood from New York for conferences with Samuel Goldwyn on current and future production and distribution plans.

While on the Coast, during his scheduled stay of 10 days to two weeks, Mulvey is expected to confer also on proposals for Goldwyn to switch distribution from RKO Radio to United Artists. Officials of the latter company stated here yesterday that "talks have been held" with Goldwyn but said no conclusive progress has been made to date. Arthur Krim, U.A. president, and Matthew Fox, partner, also are in Hollywood. Ned E. Depinet, RKO Radio president, left here for the Coast last night.

Cincinnati Grosses Show Upward Swing

CINCINNATI, Feb. 26.—Current grosses, all of which are above average for the first time in many months, confirm exhibitor reports resulting from an informal territorial survey, that the business outlook is good.

"The Greatest Show on Earth" is doing an estimated $30,000 at a roadshow scale at the Capitol, "The African Queen" is giving the RKO Palace an expected $18,000, while "Sailor Beware" did $17,000 on its first week at the Capitol, with a $11,000 second week, and is heading for $9,000 on a moveover third week at Keith's, where it will hold. These are the best figures at these houses in a long time. Exhibitors generally predict a definite upswing in business during 1952.

Taking Part in New Drug Work

The Will Rogers Memorial Hospital at Saranac Lake, N. Y., is participating in the experimental work being conducted with the new anti-tuberculosis drugs, Rimifon and Nydrazid, Abe Montague, president of Variety Clubs-Will Rogers Memorial Hospital, announced here yesterday.

Warner Directors

(*Continued from page* 1)

added to the roster of company officers with the title of assistant controller.

Others reelected were: Herman Starr, Stanleigh P. Friedman, Samuel Schneider, Ben Kalmenson, Harry M. Kalmine and Mort Blumenstock, vice-presidents; Robert W. Perkins, vice-president, secretary and general counsel; H. S. Bareford, R. J. Obringer and E. K. Hessberg, assistant secretaries; S. Carlisle, assistant treasurer and controller; W. S. McDonald and C. H. Wilder, assistant treasurers.

Personal Mention

WILLIAM J. HEINEMAN, United Artists vice-president and domestic distribution head, returned here from the Coast yesterday.

•

FOSTER M. BLAKE, Universal Western sales manager, left here yesterday for Chicago, Omaha, Minneapolis and Milwaukee.

•

MARTIN DAVIS, Goldwn Productions assistant advertising-publicity head, will leave here this weekend for a brief trip to the Coast studio.

NED E. DEPINET, RKO Radio president, left here for the Coast by train last night.

•

DICK PITTS and HOWARD BRYANT, Theatre Owners of America staff members, will leave here today to join GAEL SULLIVAN, executive director, in Washington to plan for the September 14-18 TOA convention there.

•

WILLIAM ZIMMERMAN, RKO Radio sales executive, will be in Boston from New York today.

11 Are Named for 'Golden Globes'

HOLLYWOOD, Feb. 26.—The Hollywood Foreign Correspondents Association, comprising principal resident film reporters servicing newspapers and magazines around the world, has selected the following for the annual "Golden Globe" awards:

Best actor, Fredric March, for "Death of A Salesman"; best actress, Jane Wyman, for "The Blue Veil"; best director, Laslo Benedek, "Death of A Salesman"; best dramatic picture, "A Place in the Sun"; best musical comedy, "An American in Paris"; best performance by an actor in a musical or comedy, Danny Kaye in "On the Riviera"; best performance by an actress in a musical or comedy, June Allyson in "Too Young to Kiss"; best supporting actor, Peter Ustinov, for "Quo Vadis."

Also, best supporting actress, Kim Hunter in "Streetcar Named Desire"; most promising male newcomer, Kevin McCarthy, "Death of A Salesman"; most promising female newscomer, Pierre Angeli, "Teresa"; best screenplay, "Bright Victory"; best photography in color, "Quo Vadis"; best photography in black-and-white, "Death of A Salesman"; best musical score, "September Affair"; best picture promoting international understanding, "The Day the Earth Stood Still."

The association established a Cecil B. DeMille award to be presented each year to the most outstanding motion picture personality, awarding it this year to DeMille himself.

Corinne Calvet was named "Miss Golden Globe of 1951."

'Song' Music Used For Muzak Salute

National audience penetration pegged at upwards of 19,000,000 is said to be assured for 20th Century-Fox's Technicolor Easter presentation, "With a Song in My Heart," with its selection by the Muzak Corp. for a day-long salute on April 5, it was announced here by 20th.

The 24-hour salute featured in the Jane Froman biography will be showcased in business offices, factories, hotels, restaurants and cafes in more than 69 cities as a music-while-you-work Muzak service, it was said.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

'Early-Late Shows' At Hartford Houses

HARTFORD, Feb. 26.—An "Early-Late Show" experiment—a plan of starting the main feature in theatres between 8:00 and 8:30 P.M., nightly, Monday through Friday—will start on March 24 for an indefinite period in every theatre in the Hartford area. A three-week promotional campaign, starting March 3, will precede the experiment.

Eighteen theatre and newspaper executives attended a meeting at the Marques House, headed by Harry F. Shaw, division manager of Loew's Poli-New England Theatres, to discuss the plan.

Also in attendance were Lou Brown, Lou Cohen and Norman Levinson of Loew's Poli circuit; Sperie Perakos, Tom Grace and Vince Capuano, Perakos circuit; Gus Schaefer, Hartford Theatres; J. M. Totman and J. F. McCarthy, Warner circuit; G. E. Landers, E. M. Loew circuit; Henry L. Needles, Art Theatre; Ray McNamara, Allyn Theatre; D. R. Daniel, C. E. Lindstrom, and Allen M. Widem, Hartford *Times;* H. V. Andersen, *The Courant,* and Maurice Shulman, Shulman circuit.

Drop New Atlanta Censorship Bid

ATLANTA, Feb. 26.—A proposed ordinance requiring theatre owners to give to the city seven days advance notice of the showing of any picture has been dropped.

The Atlanta Library Board warned, however, that theatres must voluntarily co-operate with the censor, Miss Christine Smith, or expect a tightening of censor laws.

Constant, Head of Ohio Circuit, Dies

CLEVELAND, Feb. 26.—Angelo G. Constant of Stubenville, O., owner of the 13-theatre Interstate Circuit in Ohio died at John Hopkins Hospital, Baltimore. The funeral will be held Thursday in Stubenville.

MPEA Meet Today

Distributors' foreign managers will hold a Motion Picture Export Association meeting here today to discuss, among other things, the difficulties that have arisen regarding the allocation of Japanese import permits for April to September, 1952.

Newsreel Parade

THE NATO plan for a European army and the reduction of the Mississippi theatre tax are current newsreel highlights. Other items Elizabeth Taylor's wedding, and sports. Complete contents follow:

MOVIETONE NEWS, No. 18—NATO nations agree to European Army. Tanker is towed to port. Nuns give blood. Reds on trial in Greece. New Orleans Mardi Gras. Mississippi theatre tax reduced. Norway wins Olympics, U. S. places second.

NEWS OF THE DAY, No. 252—Ship towed to port. NATO council plans 50 divisions. Elizabeth Taylor wedding. Mardi Gras. Theatre tax cut, U. S. stars score in winter Olympics. Moppets slug it out. Red Cross appeal.

PARAMOUNT NEWS, No. 55—Mardi Gras in New Orleans. Berlin's bounding birdman. European Army endorsed. Cairo after riots. Elizabeth Taylor weds. Half-ship makes port. Winter Olympics.

TELENEWS DIGEST, No. 9A — New NATO members. U.S. planes protect Japan. New hope for TB patients. Elizabeth Taylor wedding. Palm Beach regatta.

UNIVERSAL NEWS, No. 538—NATO backs Eisenhower. Communist trial in Greece. Ship towed to port. Amusement tax reduced. Sports flashes: Winter Olympics.

WARNER PATHE NEWS, No. 57—Ten heroes save split tanker. NATO meeting. Birdman. Taylor-Wilding wedding. President Truman honored by Masons. Theatre tax cut in Mississippi. Santa Anita derby. Winter Olympic thrills.

Goldman Commends A Major's Film

PHILADELPHIA, Feb. 26.—"With A Song in My Heart," a 20th Century-Fox production scheduled to open at the local Fox Theatre for Easter is highly recommended to theatregoers, in newspaper advertisements appearing here, paid for by William Goldman, independent exhibitor who has on occasion attacked major distributors through anti-trust suits.

The picture, said Goldman, "impressed me with its greatness," and "I must urge you and your friends to see it when it opens at the Fox Theatre." It is, Goldman added, "an achievement of which 20th Century-Fox can well be proud." He also complimented the Fox Theatre for deciding against an advance in admission prices. Goldman, who has been campaigning for better entertainment for Philadelphians, is consistent in his efforts in this connection when he cited such product at a rival theatre.

RKO Palace Books Olsen & Johnson

Olsen and Johnson will bring their comedy revue to the two-a-day RKO Palace on March 11, following the current two-week engagement of the variety bill headlining Lauritz Melchior.

King Bros. Pictures

(*Continued from page* 1)

clude "Camel Corps," "Indian Fighter" and "The Syndicate." The first two are in color. The new deal brings to four the number of King Brothers films for U.A. release.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Para. Trustees

(*Continued from page* 1)

the trustees used their powers to disavow leases where Paramount wanted lower rents, whether they had used their powers to control Paramount film product as a club over the theatre owners, and whether they ever deliberately cheapened the value of theatres by letting them run down or giving them inferior pictures.

Keough replied that the trustees might have pressed for lower rents but would not have used improper means to obtain them. He emphasized that the trustees had no control over Paramount product. He stoutly denied they would deliberately let theatres deteriorate.

Considerable questioning centered on the circumstances under which A. H. Blank acquired Tri-State Theatres Corp. Paglin said he understood Blank had been a trustee and then had withdrawn and had an assistant appointed trustee and bought Tri-State from the assistant for $15,000, when the company had an assessed value of $125,000.

Paramount counsel Paul Porter violently objected "to this line of inquiry, with these innuendos." He said the inference reflected on the Federal Courts, which supervised bankruptcy, and that it had all happened 20 years ago. FCC hearing examiner Leo Resnick ruled, however, that Paglin could continue, declaring he was sure the FCC attorney would support the line of questioning.

Later, United Paramount Theatres attorney Duke Patrick, who was not present during Paglin's earlier questioning, put in the record the contract between Blank and the Irving Trust Co. which showed that all Blank's actions were subject to Federal Court approval. He pointed out that Blank would be a UPT witness later in the proceedings, and that he could not permit Paglin's "reflections" on Blank to go unchallenged.

Will Probe Practices

(*Continued from page* 1)

cipated in a question-and-answer discussion following Harvey's address, and pointed most of their conversation in the direction of bidding, road show prices and theatre television.

Harvey said the Utah-Idaho survey will be similar to one conducted in Montana recently. There, he said, some companies were "found to be unfair with certain exhibitors. And as in the Montana survey, we will name those companies," he declared.

Harvey also decried present bidding practices. "distributors must conduct bidding in an open manner," he declared. "Bids must be opened at a specified hour and day and all interested parties allowed to be present when the bids are opened."

Harvey also gave a complete report on the recent Council of Motion Picture Organizations' meeting in New York. He read the COMPO resolution condemning findings of the House Committee on Un-American Activities on Communism in Hollywood. "COMPO is 'hopping mad' about the House Committee report," he declared. "It is our aim to get the newspapers of the country to give as much space to our condemnation of the report as they did to the report. As an exhibitor, I can say that Hollywood has cleaned house. Hollyowod has done something about whatever Communist influence existed."

TOA Arbitration Plan

(*Continued from page* 1)

tract, or any matters involving clearances, or runs, or any controversies concerning competitive bidding."

In addition to indicating a national administrator's salary, the plan specifies a top of $50 per diem fee, plus travelling expenses, for each member of local three-man arbitration boards; a complainant's filing fee of $25; intervenor's filing fee of $25, and the bearing of all costs by losing parties to an award.

Allied Specified Rentals

Allied, in its plan, specified the arbitration of film rentals, bidding, runs, clearances, prints, forcing of pictures, contract rights, setting of admission prices. It called for an "inexpensive" system, listed no costs or fees, called for administration by local industry committees and specified three-man arbitration boards, one member to be chosen by the complainant, one by the respondent, and a third by the other two members.

TOA recommends "regional arbitrators" to be selected as follows: one by the complainant, the second by the distributor and exhibitor defendants and intervenors, and the third by the national administrator.

Mitchell Wolfson, TOA president, sent copies of the plan to the heads of production and distribution companies "for immediate consideration."

The short transmittal letter indicated that "a committee has been appointed to represent us in negotiations for arbitration and is now available to meet with distribution companies' representatives and with any other persons designated by the distribution companies. Our committee is authorized to compromise language wherever necessary. It will stand firm, however, on the principles of arbitration expressed in the enclosure."

The national administrator under the TOA plan would be appointed by the Commerce Secretary from a list of five names submitted with the approval of the Motion Picture Association of America and of the "national and larger regional associations."

This administrator, the plan states, "shall be a man of known impartiality and distinction, having no present connection, directly, or indirectly, with the production, distribution or exhibition of motion pictures, or any interest in any property used for production, distribution or exhibition of motion pictures as owner, lessor or otherwise."

The administrator "shall hold office for a term of five years, unless sooner removed for cause by the U. S. Secretary of Commerce. In the event of such removal, or of death, or of resignation of the national administrator, a successor shall be appointed for the unexpired term in the same manner as the original appointment was made."

Washington was specified as the place where the administrator's office shall be located. He shall "establish a regional arbitration tribunal in such exchange centers" as shall be selected by him, "having due regard to the number of motion picture theatres and of the volume of business in the respective areas."

TOA's plan was submitted in shorter form than Allied's, encompassing six typewritten pages as compared to the latter's 16-page printed memorandum, which was defined as an "initial draft, with further details waiting on a show of interest by distributors."

The TOA plan goes into detail regarding the mechanics of complaint filing, gives arbitration participants between 20 and 30 days to select arbitrators, and indicates procedure which should be observed at hearings.

Hearing Procedure Outlined

Hearing procedure, as outlined, gives parties the right to be represented by counsel or by others, to examine or cross-examine witnesses, to receive testimony under oath. Arbitrators would be empowered to require the parties to produce records or documents, and would hear argument and receive briefs. Provision is made also for defaults and withdrawals.

Concurrence of two of the three arbitrators would be necessary for a decision, and the award would be final and binding.

Both TOA and Allied want whatever system of arbitration that is agreed upon to be included by amendment in the final decrees of the industry anti-trust suit. Both have named committees which may continue discussion of arbitration possibilities with distributors.

Companies Studying Arbitration Plans

Distribution home offices are in process of acknowledging to Allied States receipt of copies of its proposed arbitration plan.

In most instances copies were received here last Thursday but because of the holiday weekend there was little opportunity to study the plan and no comments were available yesterday.

Distribution spokesmen indicated that the Allied proposals, and those of the Theatre Owners of America, for an industry arbitration system, probably will be studied during the next few weeks by company attorneys and sales executives, who will then make their recommendations to company presidents. Decisions by the latter with respect to further action will follow, it was surmised.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

Swope to Address Brotherhood Event

Herbert Bayard Swope will be the key speaker at the entertainment industry Brotherhood dinner at the Hotel Waldorf Astoria here tomorrow evening. Si Fabian, Richard F. Walsh and Celeste Holm will receive the annual Brotherhood Awards of the National Conference of Christians and Jews at the dinner.

Louis Nizer is chairman of the dinner committee and George P. Skouras is chairman of the amusement division of the NCCJ 1952 fund raising campaign.

'Hell' Gross, $19,000

SAN FRANCISCO, Feb. 26.—Despite a three-day streetcar strike here during the opening week of Warner Brothers' "Retreat, Hell!," the picture did $19,000 at the Paramount.

Will C. Skouras Join COMPO for Brother

If Spyros Skouras accepts the COMPO presidency, industry sources predict one of his knottiest, early problems will be how to get his brother, Charles, to join the all-industry organization.

Brother Charles' National Theatres never has been a member of COMPO. One of his old criticisms was directed at the former COMPO dues system. The new method, based on seating capacity, is more in line with his views of what the system should be and may bring him a step nearer to joining, it is believed.

Skouras-COMPO

(*Continued from page* 1)

dent, Ned E. Depinet, held the office for two and one-half years.

Indications are that if Skouras has not formally accepted the COMPO presidency by the time of his expected return to New York, perhaps some time next week, a concerted effort to induce him to do so will be made at that time.

Meanwhile, Arthur L. Mayer, executive vice-president of COMPO, who has made known his wish to relinquish the post, will remain on duty until his successor is named, providing the new appointment is not unduly delayed. Mayer plans to leave on a European trip on March 31 and is hopeful of being relieved of his COMPO duties prior to that date.

Present Intention

The present intention is to grant the new COMPO president considerable leeway in the choice of a successor to Mayer, rather than leaving the selection entirely to COMPO's nominating committee. The president's choice, assuming there was no strong opposition to the nominee within COMPO membership ranks, would be approved more or less automatically.

Indications are that the original plan for including COMPO's reply to criticism by the House Un-American Activities Committee on the industry's anti-Communist efforts in issues of all five newsreels will be discarded. The plan proposed that Depinet or some other industry official read the COMPO resolution for the reels. It is now felt that the industry's position in the matter could be better presented on the screen by other means and several alternate plans are being investigated.

The COMPO resolution was wired to the Un-American Activities committee in Washington last Thursday. No official response has been forthcoming. However, Chairman Wood and several members of the committee are now conducting hearings in Detroit, which may account for the delay in the committee's acknowledgment of receipt of the text of the resolution.

Yesterday, however, Rep. Walter of Pennsylvania, ranking Democratic member of the committee, told MOTION PICTURE DAILY he agreed the committee report's attack on the industry was "very unfair." His statement is published elsewhere in this issue.

The need for copper scrap is urgent. SAVE THOSE COPPER DRIPPINGS.

YOU'LL BE THANKING US FOR THIS ONE!

20th CENTURY-FOX PRESENTS

Return of the Texan

STARRING **DALE ROBERTSON** **JOANNE DRU** WITH **WALTER BRENNAN**

and RICHARD BOONE · TOM TULLY · ROBERT HORTON
HELEN WESTCOTT · LONNIE THOMAS · DENNIS ROSS

PRODUCED BY FRANK P. ROSENBERG · DIRECTED BY DELMER DAVES · SCREEN PLAY BY DUDLEY NICHOLS

Based on a Novel by FRED GIPSON

What The Critics Said About THE PICTURE!

"Happy, homey story . . . consistency of humor and charm." —New York Times

"A warm, tender, human story . . . entertaining to the entire family" —New York Daily Mirror

"Pleasant entertainment . . . straightforward drama . . . leaves a good feeling." —Variety

"We're for 'Return of the Texan' — it is ingratiating." —New York Post

"A picture of persuasive charm." —New York Daily News

"Unusual, warm and absorbing." —New York Journal-American

"Warm story, strong action. First-rate!" —Hollywood Reporter

"Easy-to-take entertainment about lovable people." —Showmen's Trade Revie

There's No Business Like 20th CENTURY-FOX Busine

What The Critics Say About DALE ROBERTSON!

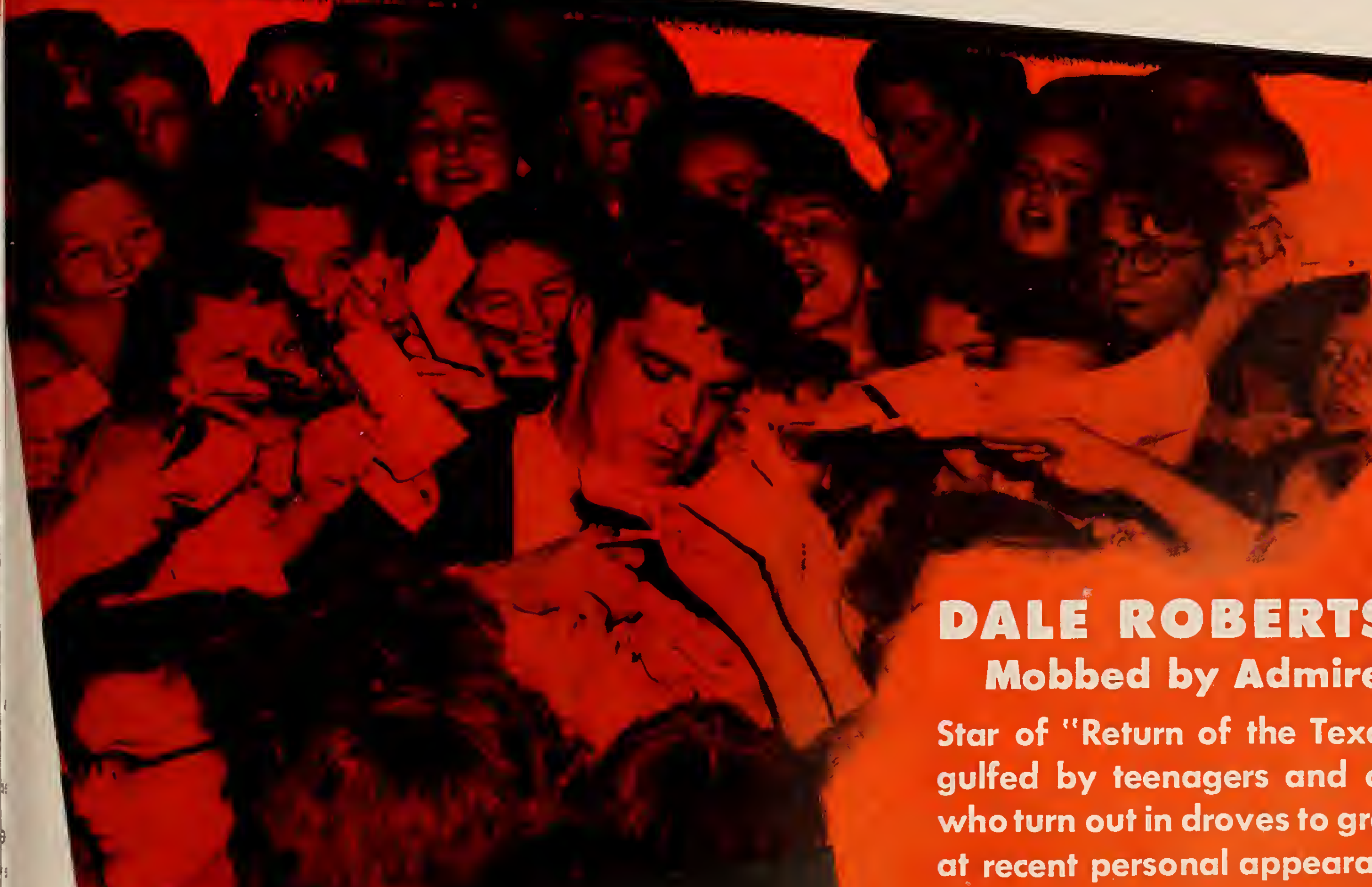
"Dale Robertson a rapidly rising dramatic star." —New York Daily Mirror

"Dale Robertson—a popular leading man—has stardust in his eyes." —New York Daily News

"A forthright, entirely likeable performance is turned in by Dale Robertson." —Variety

"If future of movie star Dale Robertson rests in the hands of Lawton bobby-soxers, he doesn't have anything to worry about." —Lawton (Okla.) Constitution

"Dale Robertson had Shreveport's bobby-sox set squealing as they never did squeal for Frank Sinatra. His appearance on the stage snowballed into one of the biggest demonstrations of fan affection these weary eyes have ever witnessed" —Shreveport News



DALE ROBERTSON

Mobbed by Admirers!

Star of "Return of the Texan" engulfed by teenagers and oldsters who turn out in droves to greet him at recent personal appearances.

One of the NEW STAR FACES you've been asking for! A FRESH TALENT!... A NEW IDOL!

BUILD HIM! SELL HIM!

Your Patrons Want Him!

ss!

FTC Order

(Continued from page 1)

panies went to court, but two of the companies—Alexander Film Co. and Reid H. Ray Film Industries, Inc.—later dropped their suit against the FTC order. A third company, United Film Service, Inc., agreed to have its case determined by the outcome of the fourth suit, involving Motion Picture Advertising Service Co., Inc.

That was the case which the Circuit Court in New Orleans decided. FTC officials said they had not seen the opinion itself, but had been notified that the Commission's order was set aside.

Commission spokesmen said they thought it likely they would try to appeal the case to the Supreme Court, providing they can persuade the Solicitor General's office to approve it.

The Solicitor General, in the Justice Department, must okay all Government appeals to the Supreme Court.

Should the Circuit Court decision stand, FTC officials indicated, they probably would not try to enforce the original order against Alexander and Ray Film Industries, even though these companies did not maintain their suits against the order.

Call 'Red' Report 'Unfair'

(Continued from page 1)

Detroit and that no action is possible until they return.

One member of the committee, who asked that his name not be used, admitted that the newspaper stories of the report's criticism of Hollywood came as a surprise to him. "I guess none of us read it as closely as we should have, before approving it," he declared.

Rep. Doyle (D., Calif.) said he had not been on the committee in 1947 and therefore was not qualified to say just who was right, but he added that he had "an open mind on the subject, and if the industry can show me that we did it an injustice I will be glad to do what I can to have it corrected."

Rep. Velde (R., Ill.), ranking Republican on the committee, came closest to defending the report. He said that while he felt the industry had attempted to cooperate with the committee and while its intentions might have been good, "the results have not been too good." He declared there were many instances where "men should have been investigated more," and where "the industry is boycotting men who cooperated with the committee but still keeping on the payroll men who refused to answer our questions."

Velde Said

Velde also said that he did not feel the report had been as critical as the newspaper headlines made it sound. "I didn't think we made any serious charges," he said. "As a matter of fact, I thought we were rather complimentary. I know we pointed out that the producers were far more cooperative now than they were in the 1947 hearings."

Rep. Kearney (R., N. Y.) said his main criticism against the industry was that he had been told that witnesses who cooperated with the committee were not being put back to work. "Employers and unions must be tolerant of friendly witnesses," he said. "Otherwise, our job is much harder."

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

U.S. Opposes

(Continued from page 1)

in New York Statutory Court for March 7.

The counter motion filed by the government also outlined a series of amendments to the original decree aimed at stiffening the terms.

The requested court order should be effective April 7, 1952, one month from the date of the scheduled hearing, according to the government's motion.

In asking the court to deny UPT's bid for an extension of time, the Department of Justice charged that UPT has not shown diligence in disposing of its theatre interests as required by the decree and the company has come to the court with "unclean hands."

UPT president Leonard Goldenson blamed "unforseen factors" in his request for more time. He reported that UPT had already sold or dissolved its joint interests in 874 theatres as required by the decree.

On jointly-owned theatres, the government's requested 90-day deadline carried a provision proposing that an extension of time be granted if in the opinion of the government and the court UPT is entitled to it.

Regarding UPT interests in Sems Estate, the government asked that trustees be appointed to dispose of UPT's joint interest failing such action by UPT by April 7, 1952.

The decree amendments sought by the U. S. includes:

UPT shall notify the public and real estate brokers that no reasonable offer shall be refused for its theatres.

UPT shall not refuse any offer as unreasonable if the offer plus the profits of the particular theatre would be considered a reasonable offer at the expiration time of the decree, March 3, 1952.

The company shall not change the playing policy so as to reduce the revenue possibilities of any theatres disposed.

Except as provided in orders already entered, UPT shall not upon dissolution of a joint interest retain any interest in theatres acquired by any of its subsidiaries or partners.

Playing policies of retained theatres should not be changed where the change has the effect of adversely affecting the competition of independent exhibitors. The proposed prohibition is for five years subsequent to March, 1949.

In the event of a dispute covering the above amendments, the burden is upon UPT to prove to the contrary.

The D. of J. anti-trust division further charged that it has received numerous complaints that UPT has moved up the playing time of its retained theatres in situations where it has divested theatres. Mentioned were Danville, Va.; Palm Beach, West Palm Beach and St. Petersburgh, Fla.

Charges were also made that UPT in situations such as in Lakeland, Fla., and St. Cloud, Minn., sought to dispose of a smaller theatre instead of a first-run house as required by the decree.

Majors' Bid Denied

DENVER, Feb. 26.—United States District Judge Lee Knous today denied the motions of 20th Century-Fox, M-G-M and RKO Radio to set aside the verdict awarding $100,000 to Cinema Amusements, Inc., owners of the Broadway here, or grant a new trial. The case will probably be appealed.

IT HAPPENED HERE

from cheap little gangster moll to a fabulous fortune in ermine, jewels and penthouses

"I'm Connie...
I know enough to blow
the syndicate
wide open...
but I ain't talkin'"
You'll see her soon in one of the most startling pictures in years!

Motion Picture Daily Feature Reviews

"Anything Can Happen"

(Paramount)

THE HUMEROUS ASPECTS of a non-English-speaking immigrant's initial adjustments to life in the U. S. make for laugh-evoking, heart-warming entertainment in "Anything Can Happen," William Perlberg's production of George and Helen Papashvily's autobiographical novel that was a best-seller.

Jose Ferrer gives another first-rate account of his histrionic capacities in the role of George Papashvily, who, as the picture opens, arrives in America from Russian Georgia with an English pocket dictionary and a Turkish friend, Kurt Kasznar. How the bewildered Papashvily achieves a speaking knowledge of the new language, his adventures among a household of earlier arrivals from Southeastern Europe, his enthusiasm for hard work and his winning the heart of a friendly American girl (Kim Hunter) are what the story is all about. A long 107 minutes is given to the telling, and although audience attention is firmly grasped for the most part, there are aspects of the story that wear thin from repetition and drawn-out sequences. It is a safe guess, however, that the customers in general will like this one very much—particularly for its fresh material—and it may also be a safe guess that Perlberg's offering will keep things humming at many a box-office.

Supporting roles, tinted with caricature here and there, are performed nicely by a winning array of players. These include Kasznar, as the over-confident Turk; Eugenie Leontovich as the emotional lady of the household; Oscar Karlweiss, a self-styled miser; Oscar Beregi as Papashvily's dearest friend, and Makhail Rasumny as the squelched husband of Miss Leontovich.

The screenplay, by George Seaton and George Oppenheimer, and the direction by Seaton are steeped in sympathy and understanding for the immigrant and his problems. Moreover, they manifest a deep respect for the foreigner's resiliency in the new environment.

Running time, 107 minutes. General audience classification. Release is set for May.

CHARLES L. FRANKE

"Talk About A Stranger"

(Metro-Goldwyn-Mayer)

THE STORY of a young lad and his love for his dog has been turned into a parable of our times in M-G-M's "Talk About A Stranger." The drama has enough interest to make it reasonably satisfactory fare. The cast is headed by George Murphy and Nancy Davis who play the parents of young Billy Gray.

The story opens when Billy and his friends, playing near a supposedly empty house, are startled to find a lone stranger, Kurt Kasznar, living there. The man becomes cast in an aura of mystery and suspicion for Billy and when Billy's dog dies of poisoning, he becomes convinced that the mysterious stranger did the deed. In a frenzy of anger and recrimination the boy reports to the entire town that the stranger is a dog-poisoner. Later when the boy does some sleuthing, he jumps to conclusions and tells people that the man is a murderer.

After considerable excitement and incident it turns out that the suspected man is a prominent doctor who merely ran off alone grieving about his son who died during an operation. What is more, Billy's dog was killed by eating poisoned meat left for coyotes.

In dramatic and entertaining fashion, the screenplay, by Margaret Fitts, shows the dangerous folly of drawing snap conclusions.

Lewis Stone provides adequate support as a country editor. Richard Goldstone produced and David Bradley directed. Running time, 65 minutes. General audience classification. For April release.

M. HERBSTMAN

"Okinawa"

(Columbia)

ANOTHER CHAPTER in the story of "the fleet that came to stay" is provided in Columbia's "Okinawa." A generous amount of authentic Naval film records of the battle between U. S. ships and Japanese suicide planes—the Kamikazes—are included in the footage. These are fascinating and exciting shots and, for a bonus, there also are included some interesting clips, apparently from Japanese newsreels, of the suicide pilots making their ceremonials before taking off from their home fields.

The fact, however, is strung out on a frame of fiction which leads nowhere. Pat O'Brien is the skipper of a war weary destroyer which is assigned to the picket line around Okinawa to protect supply ships and forces ashore. The plot of the film is simply this battle, told in the gripes, the bravery and the deaths of some of the men. They are average types—the Latin Romeo, the old Navy veteran, the "kid" and the brash, cigar-chewing operator who has cornered practically the entire supply of ship's beer. The lack of dramatic transition occasionally suggests the documentary approach, but there are too many intimate glimpses into the crew members' personalities for this to hold true.

Pat O'Brien is stoic as the skipper. Somewhat more individual in their roles are Cameron Mitchell as the beer drinker with the handle bar mustache, Rhys Williams as the old veteran, James Dobson as the "kid," and Richard Denning as the executive officer.

The screenplay, written by James Brewer and Arthur Ross, from a story by Ross, was directed by Leigh Jason and produced by Wallace MacDonald.

Running time, 67 minutes. General audience classification. For March release.

"Young Man with Ideas"

(Metro-Goldwyn-Mayer)

THE LIFE AND STRUGGLES of a bright young lawyer, his wife and three youngsters are recounted amusingly in "Young Man with Ideas." The young man of the title is Glenn Ford, but it is his wife, Ruth Roman, who really has all the bright ideas. The picture churns up sufficient comedy and drama to make it generally acceptable.

Events start popping in Ford's life when he demands a partnership in the legal firm in which he is employed and is promptly given his walking papers. Ford and his wife decide to leave their home town in Montana and go to Los Angeles. Soon they find that city not to be the paradise they pictured. The apartment shortage is so fierce that Ford decides to rent a bungalow formerly used by a bookie. Almost constantly the phone rings with people wanting to place bets. One day Miss Roman answers the phone and unwittingly leads the caller to believe she is accepting the bet. The horse, a long shot, wins and troubles mount for the household. Further complicating matters is the fact that Ford must now pass the California bar, and he teams up with a blonde, Nina Foch, to study. Also, he gets a job as a bill collector and becomes involved with Denise Darcel, a show girl, when he tries to collect money from her.

A series of unlikely things happen, especially when the bettor tries to collect the money for his winning horse and comes to the conclusion that Ford and his family are an underworld group.

In a climatic courtroom scene Ford heroically, if somewhat foolhardily, tangles with Sheldon Leonard, an underworld czar, but comes out successfully. As a result he gets a good job and all ends happily.

Gottfried Reinhardt and William H. Wright produced, from the screenplay by Arthur Sheekman. Mitchell Leisen directed. Running time, 84 minutes. General audience classification. For May release. MANDEL HERBSTMAN

"Waco"

(Monogram)

SHOWING a healthy disregard for the Western formula and cliche and sticking tight to a straight story, producer Vincent M. Fennelly has brought forth a drama of the Old West that should make both patrons and exhibitors happy.

You will have to go back to the free-riding era of Bill Hart and Tom Ince for memory of a Western comparable in point of freshness and unpredictability, Wild Bill Elliott gives a fine, free-riding performance in the principal role. It is a picture a showman can make promises to his customers about, and about which they will make the same to their friends.

The screenplay by Dan Ullman, strongly directed by Lewis Collins, opens with Waco, Texas, a ruffian-ridden town of some 600 population dominated by one Bull Clark. Elliott, a stage driver newly arrived, plays poker with a group, including Clark, catches the latter cheating and kills him in self-defense, but Clark's cronies are for lynching him and he flees town.

Pursued by placards offering a reward for his arrest, he blunders into the canyon hideout of a notorious outlaw named Curly Ivers, who was similarly pressed into outlawry years before, and is persuaded by Ivers that there is no future for him save in banditry. So he rides with the Ivers gang on a series of bank robberies, winding up wounded and captured, but the few law-respecting citizens of Waco pay the reward for his custody, try him on the Clark murder charge and, clearing him, make him sheriff. He makes a deal with Ivers for the latter to keep his gang away from Waco, but an Ivers lieutenant breaks Ivers' orders and the story continues on into a set of developments that are to be seen rather than synopsized.

Sepia tint adds pleasantly to the effectiveness of a well conceived, ably executed picture as suitable for general audiences as well as for Western devotees.

Running time, 68 minutes. General audience classification. For Feb. 24 release.

Warwick Film to RKO

A deal has been closed by RKO Radio for distribution in the Western hemisphere of Warwick Productions' "Red Beret," to be filmed in England by Irving Allen and Cubby Brocoli. A story of British paratroopers, the picture will have a Hollywood name in the lead, and is set for a mid-April start.

2 More Apply to FCC

WASHINGTON, Feb. 26.—The Television Authority and Theatre Television Authority have informed the Federal Communications Commission that they would desire to appear in the forthcoming theatre TV hearings.

Critics Honor 'Place'

George Stevens' Paramount production, "A Place in the Sun," has been named the best picture of 1951 by the Cleveland Critics Circle.

Re-releasing MOT Film

The March of Time is re-releasing "A Chance to Live" so exhibitors can take advantage of the forthcoming publication of the book of the same name by Monsignor Carroll-Abbings, who has a featured role in the film. First date set is Friday at the Guild circuit of theatres in New York.

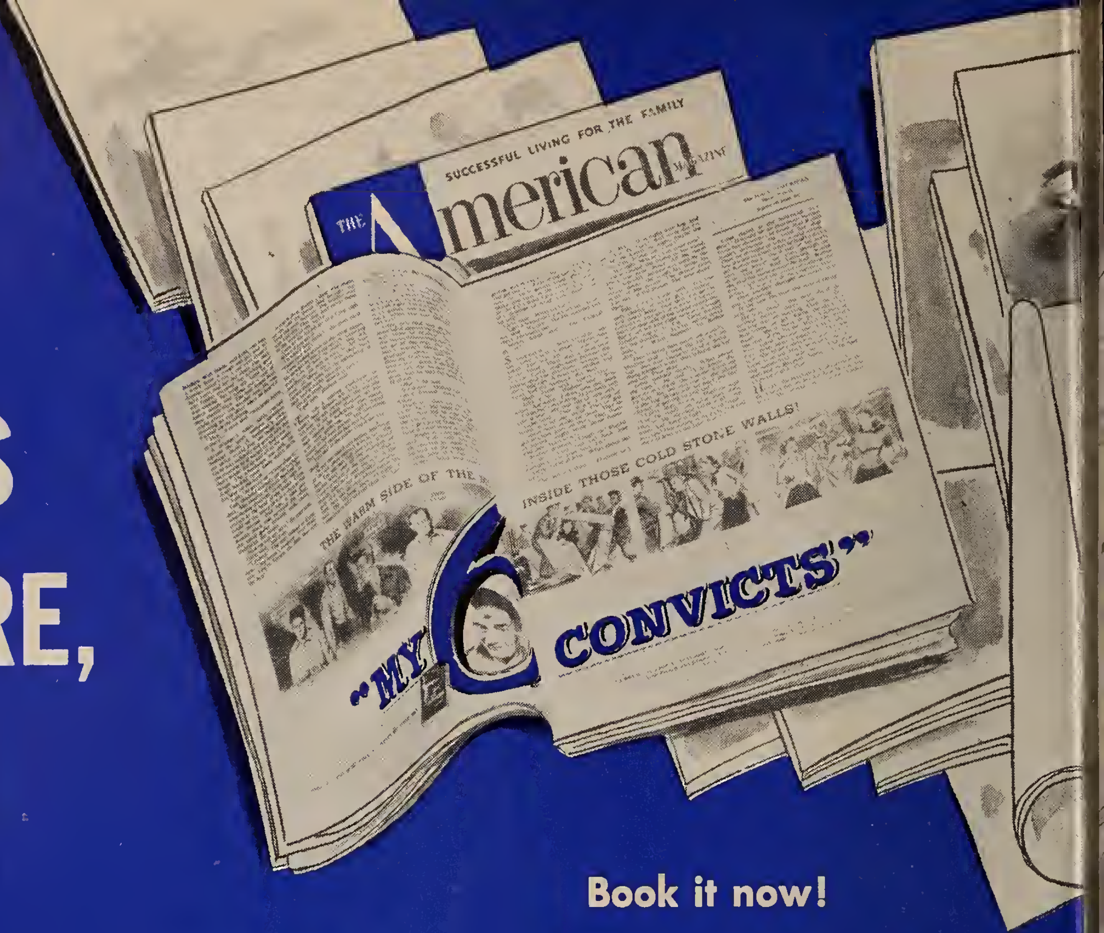
Ventura to Show Film

Ray Ventura has completed cutting and processing his first film for the U. S. market, "Monte Carlo Baby." The film, which stars Audry Hepburn and Michelle Farmer was produced in Monte Carlo late in 1951.

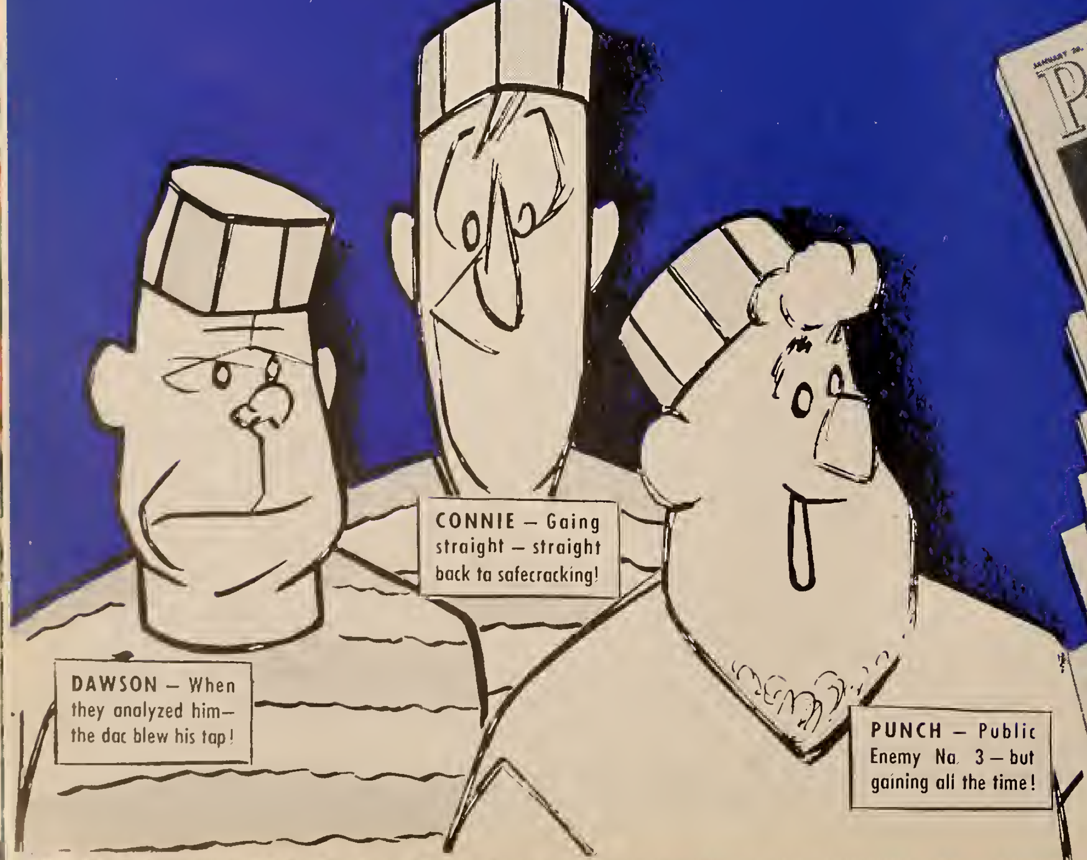
Mrs. Smith to UA-TV

The appointment of Mrs. Martha Jean Smith as sales representative of United Artists Television in Baltimore was announced here by John H. Mitchell, director of UA-TV.

MARCH 14th MARKS COLUMBIA'S 250 THEATRE, 60,000,000 READER DAY-AND-DATE WORLD PREMIERE!


SUCCESSFUL LIVING FOR THE FAMILY
THE American MAGAZINE
THE WARM SIDE OF THE
INSIDE THOSE COLD STONE WALLS!
"MY 6 CONVICTS"

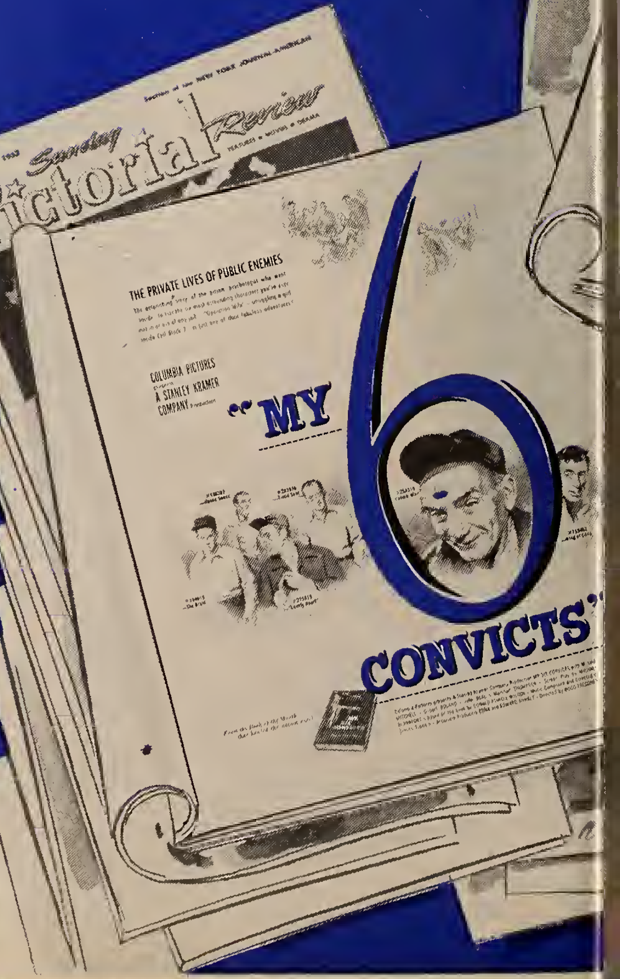
Book it now!
Play it while
these national ads
are breaking—
The week of
March 14th!



CONNIE – Going straight – straight back to safecracking!

DAWSON – When they analyzed him– the doc blew his top!

PUNCH – Public Enemy No. 3 – but gaining all the time!


Sunday Pictorial Review
THE PRIVATE LIVES OF PUBLIC ENEMIES
COLUMBIA PICTURES
A STANLEY KRAMER COMPANY Production
"MY 6 CONVICTS"

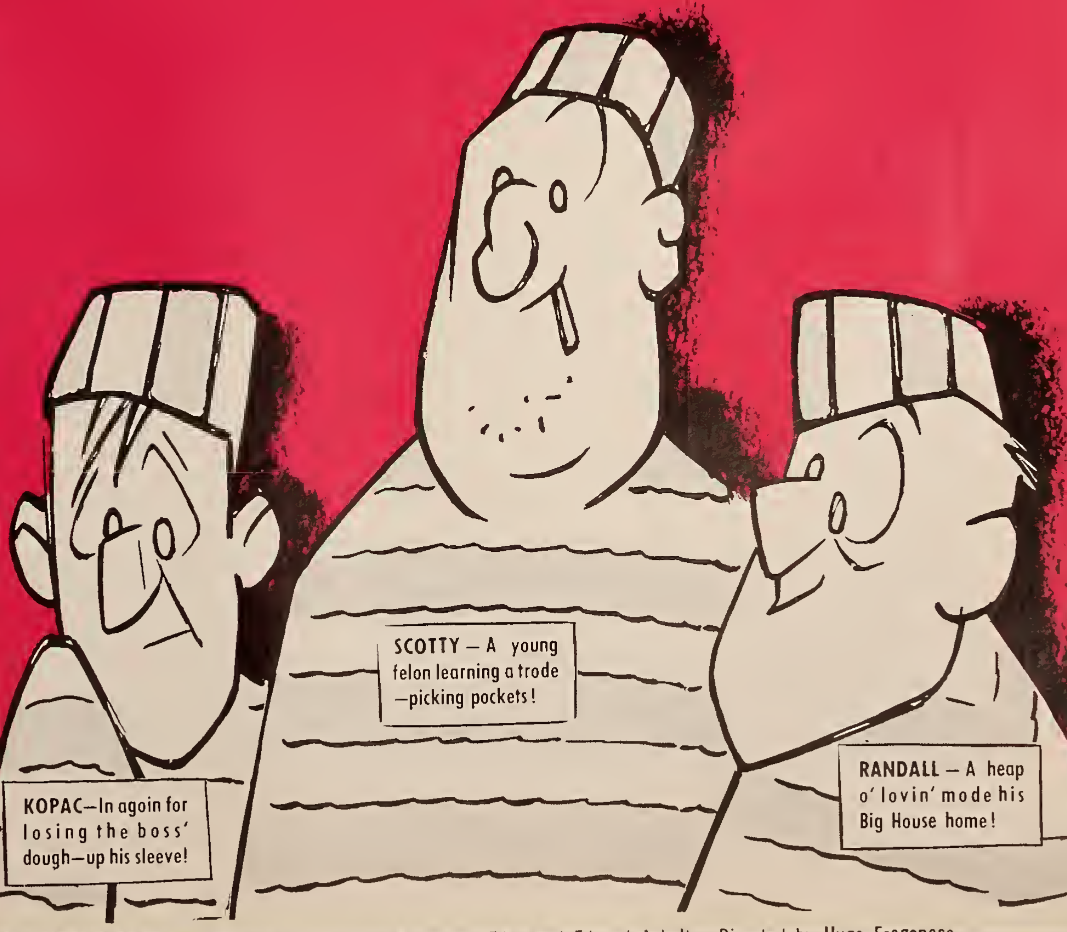
Columbia Pictures presents A Stanley Kramer Company Production

Columbia Pictures
presents
A Stanley Kramer Company
Production

My Six Convicts

THE PRIVATE LIVES OF PUBLIC ENEMIES

LIFE
THE PRIVATE LIVES OF PUBLIC ENEMIES
COLUMBIA PICTURES
A STANLEY KRAMER COMPANY
"MY 6 CONVICTS"
Collier's
THE PRIVATE LIVES OF PUBLIC ENEMIES
COLUMBIA PICTURES
A STANLEY KRAMER COMPANY
"MY 6 CONVICTS"



SCOTTY – A young felon learning a trade —picking pockets!

KOPAC—In again for losing the boss' dough—up his sleeve!

RANDALL – A heap o' lovin' made his Big House home!

Based on the book by Donald Powell Wilson • Music Composed and Directed by Dimitri Tiomkin • Associate Producers Edna and Edward Anhalt • Directed by Hugo Fregonese

U.K. Newsreels Are Back in Granada Circuit

LONDON, Feb. 26.—Distinguished work by the newsreels in covering the death of King George VI brought long lines of patrons to theatre box-offices here and a changed attitude by exhibitors toward the reels, which some had charged lacked both news and entertainment values.

Sidney Bernstein's Granada Circuit, for example, had played no newsreels since November, 1950, and had engaged in bitter court controversy with the Newsreel Association over its right to cancel in view of the war-time pledge of theatres to show newsreels. Bernstein's circuit signed newsreel contracts with Kenneth Hargreaves of the Newsreel Association last week.

Plans already are being made by the reels for coverage of the Olympic Games and the Coronation of Queen Elizabeth, anticipated now to occur in late August.

NewNFFCFinancing Bill Up March 6

LONDON, Feb. 26.—It has been tentatively arranged to introduce in Commons on March 6 the Parliamentary bill authorizing the National Film Finance Corp. to borrow from non-government sources another £2,000,000 ($5,600,000) to carry on its financing of British producers. Debate on the measure will be held in Commons later the same day.

Presentation of the government's new budget to Commons has been postponed from March 4 to March 11.

Indications are that the budget will make no provision for the additional money to NFFC and that the latter will be expected to obtain it, if it can, from private lending sources.

Comment is made that the Churchill Administration with its policy of extreme financial stringency could not countenance further State money being voted to film production, but finding itself saddled with the previous government's pledge to NFFC, takes the course of invoking the aid of the banks.

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Television--Radio

Comment and Opinion

CONGRESS will undoubtedly go further into the question of the propriety and legality of television public hearings before its committees now that House Speaker Sam Rayburn has put a blanket ban on such coverage. Rayburn went a step further and said the prohibition including the shooting of film, but he did not make it clear whether or not the newsreels were covered by that terminology.

Rayburn's intentions may be good, and many exceptions have been raised to the presence of the television cameras at committee hearings, but we can't turn the clock back. There may be a case against radio and TV when a Congressional group delves into crime and witnesses are made to appear as defendants in a court-room, but the public has a right to be present at vital hearings, such as the MacArthur testimony, where the safety of the nation and its political future are involved.

Obviously, television has its drawbacks. That is quickly becoming apparent as the time for the Chicago conventions moves closer and political discussion forums and interview programs become more numerous. Justifiable criticism has been raised to the practice of stations to sell time to political candidates. And the Tex McCrary incident involving Sen. Taft has demonstrated the need for skilled moderators to guide the debate which otherwise can easily dissolve into a first-rate verbal brawl.

☆ ☆ ☆

The Schlitz Playhouse Of Stars on CBS-TV is to be cut to a half-hour and, after last Friday's show, the loss will be mourned. It has already been proven to most people's satisfaction that nothing very worthwhile can be done within the 30-minute limitation where dramatic programs are concerned. "World So Wide" was the Friday offering and it starred Nina Foch, brightest TV player of them all, and John Forsythe in excellent performances.

☆ ☆ ☆

On Monday night, over NBC-TV, "Robert Montgomery Presents" offered an hour of adult and highly dramatic entertainment. Once again, as in "The Tender Men" of a month or so ago, Montgomery tackled Communism. If it is the function of TV to turn into a propaganda medium from time to time, Montgomery has solved the riddle of how to present it. Monday's "Those in Favor" represented a potent indictment of the Soviet system. At the same time, it was good television.

☆ ☆ ☆

The NPA has announced severe reductions in allotments to manufacturers of radio and television sets for the second quarter of 1952. They will get 50 per cent of their base period consumption of steel, 30 per cent of copper brass mill productions, 35 per cent of copper wire mill products, 12.5 per cent of copper foundry productions and 30 per cent of aluminum.

☆ ☆ ☆

The use of blacklists has been repudiated by Ellington & Co., Inc., advertising agency for the Celanese Corporation of America, and as a result Elmer Rice, Pulitzer Prize playwright has rejoined the program. He left it last November on the grounds that its casting policies were influenced by political considerations rather than actors' talents. The agency reserved the right to use its own judgment, but emphasized it had not used blacklists in the past and had no intentions of using them in the future.

☆ ☆ ☆

In a long-awaited development, Wayne Coy last week resigned from the chairmanship of the Federal Communications Commission and later announced he would join Time, Inc., as a radio and TV consultant starting April 1. Coy, who has held his post since 1947, explained he couldn't get along on his $15,000-a-year salary. His likely successors are Paul A. Walker, FCC vice-chairman, or FCC Commissioner Frieda Hennock.

☆ ☆ ☆

"I Love Lucy" is rapidly developing into one of the best comedy series on the air. Jess Oppenheimer, the producer, can take a proud bow. . . . Jimmy Durante and Gloria Swanson a great comic team on NBC-TV Saturday night. . . . Fantasy isn't an easy thing to put over on TV and "Peer Gynt" on NBC's Cameo Theatre proved it. . . . The Sylvania Television Awards to be presented again in 1952. . . . Robert E. Kintner, ABC president, heading the group of network executives going to Chicago for the NARTB meeting March 31 to April 3. . . . "Your Show of Shows," which starts its third year on the air March 1, named as the best variety show and its stars, Imogene Coca and Sid Caesar, best performers, by the Academy of Television Arts and Sciences.

FRED HIFT

Telemeter

(*Continued from page 1*)

The Palm Springs project contemplates the erection of a huge receiving antenna on an adjacent mountain-top to pick up all seven Los Angeles television channels from their sending stations on Mount Wilson, a distance of 90 miles. All seven programs will be disseminated via copper cable strung on telephone poles, but not using telephone lines, which cable will also carry the Telemeter program. Home set owners will pay between $100-$150 for connection with the cable, and can receive all seven regular Los Angeles telecast programs free, but will have to deposit coins in the Telemeter box, attached to the set, to receive Telemeter programs. The price for Telemeter programs can range from a nickel to $2.00. A cash deposit for the Telemeter box, under $10, and possibly another small service charge, will be required.

Strebe First

The plan as announced indicates Earl Strebe, who owns all three Palm Springs theatres, will be the first showman in the country to experience the full impact of subscriber-television on the box office. Strebe, according to Telemeter executives, has agreed to make a first-run film program at his 600-seat theatre available to Telemeter subscribers in their homes at his regular admission price. With Telemeter anticipating 2,500 set installations in Palm Springs eventually, the implications of Strebe's experience are self-evident. Telemeter will charge Strebe a small percentage for telecasting his programs. Queried by MOTION PICTURE DAILY on how the admission-tax would be handled, Carl Leserman, Telemeter head, said this and other details have not been fully worked out so far.

The four-hour demonstration conducted today, using a telecast from Paramount-owned KTLA by special permission of the FCC, and with the running announcement that this test does not signify FCC approval of subscription-television, was attended by Y. Frank Freeman, Cecil B. DeMille and many other Paramount and non-Paramount executives and producers. Paramount owns a 50 per cent interest in Telemeter. Telemeter executives stressed the point that the Palm Springs situation is special, due to television-less conditions there, and that cable use is not contemplated anywhere else in the country, but valuable information concerning public attitudes and habits with respect to subscription-television can be obtained from this venture.

Reed Back to London

Carol Reed, who has been here for the last 10 days in connection with pre-release advertising and publicity plans of his latest production, "Outcast of the Islands," returned yesterday to London. "Outcast," which stars and introduces Reed's new discovery, Kerima, is a London Films presentation and will be released in this country by Lopert Films.

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In the studio, technicians frequently collaborate with representatives of the Eastman Technical Service for Motion Picture Film . . . consider the best type of film, black-and-white or color, to use . . . to set control systems for the laboratory that assure standards of high image quality. Help is also made available for exchanges, exhibitors to make sure that prints and theater equipment are right for finest projection—that every foot of film gets the star the best possible showing.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 40 NEW YORK, U.S.A., THURSDAY, FEBRUARY 28, 1952 TEN CENTS

Insider's Outlook

By RED KANN

IF you don't think there is life left in the old bird, please note what's happening. Around the nation, generally, grosses currently are up and, in the case of United Paramount which operates lots of theatres in lots of situations, receipts were "substantially greater" this Washington's Birthday than on last year's holiday.

Then there was Broadway.

Of course, it was a showman's dream—a Friday holiday and a weekend of clear weather. Times Square was loaded with people and hordes of kids most of them apparently storming the beachhead at the Criterion where "Snow White," three-time revival, broke a 14-year record with an astonishing $33,000 take Thursday through Sunday. There was the Roxy with a record-smashing weekend gross of $87,500 with "5 Fingers" on the screen and Dottie Lamour on stage.

No wonder the boys at UA are ecstatic over "The African Queen," which traveled so fast over the weekend that it braked at an electrifying $83,000 in the first full week of its run at the Capitol. At Paramount Pictures and the Music Hall it's sort of taken for granted after all this time that "The Greatest Show on Earth" will keep on floating in its special box-office stratosphere; the holiday-weekend combination there merely proved this again by sparking the attraction toward a whopping $132,000 in its seventh week.

No one feels it is necessary to apologize for "Quo Vadis" in its 16th week at the Astor where $29,000 is very hefty dough. Or for "Sailor Beware" at $41,000 in its fourth week at the Mayfair. Or for "Viva Zapata" at $35,000 in its third Rivoli stanza. These are grosses.

◆

Who were these ticket buyers anyway? Some were out-of-towners, holiday-bent in the big town. But most were resident New Yorkers never so irretrievably committed to their television sets that they won't go places and see things. There is comfort in this, but no surprise.

It simply is proof reiterated that the "invalid" is still a very fabulous guy.

WB to Retire $10,000,000 Of Its Stock

The appropriation of an additional $10,000,000 for the purpose of cancellation and retirement of outstanding stock of Warner Brothers Pictures, was authorized by the company's board of directors here yesterday.

This marks the second such allocation since last fall when WB appropriated $15,000,000 and bought up slightly over 1,000,000 shares at the maximum price of $15 per share, the same maximum price for the current appropriation.

The projected cancellation of stock

(*Continued on page* 10)

Glassman Sets Up A Film Committee

BOSTON, Feb. 27.—Norman Glassman, president of the Independent Exhibitors of New England, has set up a committee in the organization, to be known as the film committee, to iron out difficulties that may arise between members of the group and distributors. He will head the committee.

Glassman further stated that re-

(*Continued on page* 10)

Color TV Decision In About 10 Days

Washington, Feb. 27.—National Production Authority Administrator Henry Fowler told a press conference today that he expected to make a decision on proposed changes in NPA's color television order in "a week or 10 days." All indications have been that if NPA does not lift the color TV ban entirely, it will at least exempt theatre TV equipment from the order.

Says Para. Violated Spirit of '40 Decree

WASHINGTON, Feb. 27.—A new legal wrangle, concerned with putting into the record 29 cases arbitrated under the 1940 consent decree, bulked large in today's session of the Federal Communications Commission's Paramount hearing.

Claiming that the cases showed a "violation of the spirit" of the 1940 decree, FCC counsel Frederick Ford and Max Paglin proposed incorporating the decisions of the arbitration appeals board in the record because they would show "what the commission can expect in the future from these parties." The 29 cases, Ford said, were included in the government's 1945 trial brief in the reopening of the Paramount anti-trust

(*Continued on page* 11)

Chairman Dodges Comment On COMPO's 'Red' Reply

DETROIT, Feb. 27.—Rep. John S. Wood (D. Ga.), chairman of the House Committee on Un-American Activities, declined to comment here today on the resolution of the Council of Motion Picture Organizations demanding that the committee's report criticizing Hollywood for alleged delays in ridding itself of Communists be corrected.

Wood, who with three members of his committee has been holding hearings here this week, at first indicated he had not seen the COMPO resolution, which was sent to the committee in Washington last Thursday. On being shown the full text of the COMPO resolution published in MOTION PICTURE DAILY of Feb. 25, Wood said: "I have no comment."

Efforts to obtain comment from other members of the committee here were unscuccessful also. They are Representatives Moulder, Potter and Jackson. The latter also was shown the published text of the COMPO

(*Continued on page* 11)

'Streetcar' Set for March 22 Release

Warner Brothers' "A Streetcar Named Desire" will enter general distribution on March 22, announces Ben Kalmenson, Warner vice-president in charge of distribution.

"Streetcar" had a world premiere engagement at the Warner Theatre in Atlantic City where it opened on Aug. 31 and played through Oct. 14. The picture then moved to the Virginia Theatre there, where it ran through Nov. 8. Simultaneous special engagements began on Sept. 19 at the Warner Theatre, Beverly Hills, and at the Warner, New York.

See Conflict Over Cost of Arbitration

Expect Allied, TOA Will Clash Over Salaried Head

The conviction was evident in the industry here yesterday that Theatre Owners of America's suggestion that a salaried administrator head up an arbitration system plus Allied's insistence on an "inexpensive" system will add up to lively differences if and when an all-industry conference on arbitration is called.

The consensus appears to be that Allied would want an arbitration system to "cost little or nothing." Moreover, it is known that that organization would be intent on barring "outsiders" from any connection with the system. TOA, on the other hand, recommends a salaried administrator with no industry connections whatever.

Officials of neither organization

(*Continued on page* 11)

125 Attend KMTA Drive-In 'School'

KANSAS CITY, Feb. 27.—The pre-opening "school" for drive-in operators under the auspices of the Kansas-Missouri Theatre Association drew 125 registrants, most of whom stayed through the one day event discussing items of opening and of operation.

Jack Braunagle, moderator, was introduced by C. E. Cook, president of the association. Two hours were devoted to comment, questions and answers, largely on concession operation. The speaker was Al Reynolds, general manager of Ezell and Associates, drive-in circuit of Dallas.

Color Newsreels Seen in 6 Months

Distribution of newsreels in color in about six months was forecast here yesterday by Louis Mansfield, in charge of color operations at Pathe Laboratories, Inc.

Mansfield, in making the prediction, said at first there will be some news sequences in color combined with black-and-white footage. Later, however, he sees the possibility of a complete newsreel in color when all technical difficulties are mastered.

Coming Events

Feb. 28—Amusement Division dinner, Brotherhood Week, Waldorf-Astoria Hotel, New York.
March 1-3—Realart Pictures sales meeting, Warwick Hotel, New York.
March 4—Gulf States Allied board meeting, New Orleans Hotel, New Orleans.
March 4-6—Allied Independent Theatre Owners of Kansas and Missouri and National Drive-in Theatre Owners joint convention, Continental Hotel, Kansas City, Mo.
March 5—Michigan Allied board meeting, Detroit.
March 9—B'nai B'rith dinner honoring George Jessel, Beverly Hills Hotel, Beverly Hills.
March 12—Cinema Stamp Collectors meeting, Hotel Astor, New York.
March 20—Academy of Motion Picture Arts and Sciences 24th annual awards, Pantages Theatre, Hollywood.
March 24-26—Theatre Owners of Oklahoma annual convention, Biltmore Hotel, Oklahoma City.
March 24-27—National Theatres executives' meeting, Los Angeles.
March 26—Cinema Stamp Collectors meeting, Hotel Astor, New York.
April 9—Cinema Stamp Collectors meeting, Hotel Astor, New York.
April 13-15—Motion Picture Theatre Owners and Operators of Georgia annual convention, Biltmore Hotel, Atlanta.

Mrs. J. A. Beidler, 82, Dies in Toledo

CLEVELAND, Feb. 27.—Mrs. J. A. Beidler, 82, wife of J. A. Beidler of Smith and Beidler, Toledo theatre circuit, died today after a long illness. The funeral will be held Friday at 3:30 in Toledo.

Surviving in addition to her husband is a son, J. A. Beidler, Jr., who is active in the circuit operation.

Milton Officer, 38, B & K Manager, Dies

CHICAGO, Feb. 27.—Milton Officer, 38, died here this morning. He had been with Balaban and Katz for the past 18 years and was manager of the Nortown theatre at the time of his death. He is survived by the widow and son.

Ben Levine's Brother

Services for Joseph Levine, brother of Ben Levine, officee manager and head booker of Realart's New York exchange, will be held this morning at Hirsch & Son's Funeral Home in the Bronx. Levine died suddenly Tuesday night. Interment will be at Cedar Park Cemetery at Emerson, N. J.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

Personal Mention

ROY DISNEY, president of Walt Disney Productions, has arrived in New York from Hollywood.

•

TOM BALDRIDGE, field representative for M-G-M in Washington, has created and designed the official emblem for the Winchester, Va., Bicentennial celebration. He is also working closely with the Bicentennial committee on other matters connected with the celebration.

•

JAMES HONE, veteran executive secretary for Pacific Northwest Independent Theatre Owners, has returned to Seattle after several months in California recuperating from an illness.

•

AL M. WIDEM, motion picture editor of the Hartford *Times*, has a new policy of publishing favorable comment concerning the film industry at least once a week in his daily column.

•

CASPAR CHOUINARD of the Minneapolis Paramount exchange, has been appointed to handle city sales for the Warner exchange, in that city, effective March 3.

•

KONSTANTIN KALSER, executive director of Marathon Newsreel, has returned here from Bridgeport and Washington, where he screened his latest short.

•

MAXWELL G. ALDERMAN, executive secretary of Allied Theatres of Connecticut, has announced the marriage of his daughter, BETTY, to JOEL SANDELMAN.

•

RALPH M. EVANS, head of Eastman Kodak's color control division, has been elected secretary of the Inter-Society Color Council.

•

N. E. SAVINI, special sales representative for Astor Pictures, visited in Atlanta while en route to New Orleans.

•

LEON SERIN has been named manager of the Center Theatre in Buffalo, succeeding WALTER BURGON.

•

CLAUDETTE COLBERT sailed from here yesterday for Europe on the *S. S. Queen Mary*.

•

AL SCHUMAN, general manager of Hartford Theatres, Hartford, and his wife are vacationing in Miami Beach, Fla.

H. M. RICHEY, head of M-G-M's exhibitor relations, left here for Florida yesterday and will return on March 24.

•

JEROME WECHSLER, Warner branch manager in Cleveland, became a grandfather recently when a daughter was born to the wife of his son, LEONARD, in Pittsburgh. MRS. LEONARD WECHSLER is the daughter of the late Western Pennsylvania Allied president, M. A. ROSENBERG.

•

SAL ADORNO, SR., of Adorno-Middletown Theatres, Middletown, Conn., has been recuperating at Fort Lauderdale, Fla., from injuries sustained in an auto accident in his home town.

•

JOE GOLDSTEIN, formerly a Schine circuit booker, has been appointed buyer-booker for the Ohio Drive-in Management Co. in Cleveland, succeeding TONY STERN, resigned.

•

JERRY FAIRBANKS, head of the firm bearing his name, was in New Orleans from Hollywood for meetings with executives of WDSU-TV and video agency officials.

•

HENRY L. NEEDLES, managing director of the Art Theatre, Hartford, has been named chairman of the amusement division of that city's 1952 Red Cross campaign.

•

WILFRED K. GILLENWATER, Bristol, Tenn., manager for Wilby-Kincey Theatres, was voted "Young Man of the Year" by the local Junior Chamber of Commerce.

•

WILLIAM C. PULLIN, JR., manager of the Linden theatre in Columbus, Ohio, won the $500 first prize in the Columbus *Citizen's* annual head-pin tournament.

•

JOHN BRAHM, Warner Brothers director, and his wife announce the birth of their first child, a girl, at Cedars of Lebanon Hospital in Hollywood.

•

BOB DORFMAN, assistant to CHARLES LEVY, Walt Disney Eastern publicity representative, was recently married to SUNNY GORDON of Brooklyn.

•

SAMUEL GOLDSTEIN, president of Western Massachusetts Theatres, Inc., Springfield, has been in Florida on vacation.

'Journey' Opens at Guild Here Today

"Royal Journey," United Artists' feature-length color film story of the recent visit of England's Queen Elizabeth and the Duke of Edinburgh to Canada and the United States, will have its New York premiere at the Guild Theatre in Rockefeller Center today.

Produced by the National Film Board of Canada, the official record of the trip is the first full-length picture to be filmed in the new Eastman negative-positive color process.

Schwalberg Predicts 'Show' Top Grosser

Cecil B. DeMille's "The Greatest Show on Earth" looms as the greatest grosser in Paramount's history, based on engagements to date, according to A. W. Schwalberg, president of Paramount Film Disributing Corp.

The Technicolor film has already played to more than 2,000,000 customers in the first 10 pre-release situations, reportedly a new industry high, it was said.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

Tenn. Communities Hit by Epidemics

Nashville, Feb. 27.—Middle and East Tennessee communities are hard hit by flu, measels and chicken-pox, closing schools in some sections and cutting theatre attendance 25 per cent and more. At Tompinsville, Monroe County, Kentucky, the board of health closed all schools and temporarily forbade all public gatherings to combat a virus influenza epidemic.

$6-Million Estate Left by John King

DETROIT, Feb. 27.—An estate of nearly $6,000,000, left by John King, former Detroit pioneer motion picture theatre owner, will be probated in Gogebic County, Michigan. The safe deposit box of King was opened yesterday in a downtown bank by the county treasurer.

King, who changed his name from Kunsky in 1936, died Jan. 3 in Encino, Cal.

King, who was 77 years old, at one time owned radio stations WXYZ in Detroit and WOOD in Grand Rapids, in partnership with George Trendle.

King, and his then partner, A. Arthur Caille, brought the first motion picture projector to Detroit in 1907 and developed the first downtown nickelodeon. He erected several theatres, including the Michigan, Palms State, Broadway Capitol, Madison, Adams and several other neighborhood houses.

COMPO Commends Gov. White of Miss.

Resolutions authorized at last week's meeting here of the Council of Motion Picture Organizations' executive board, commending Governor Hugh L. White of Mississippi for his friendly attitude toward the industry were sent to the governor yesterday by Arthur L. Mayer, COMPO executive vice-president.

Noting that Governor White recently signed legislation aimed to relieve theatres of Mississippi of some tax burdens, the resolution states that "this legislation was passed with the encouragement and assistance of Governor White" and further that "Governor White in his public statements has evidenced sympathy and understanding toward the motion picture industry and an appreciation of the screen's importance to American community and national life."

$26,000 for 'Snow White'

BOSTON, Feb. 27.—Walt Disney's "Snow White and the Seven Dwarfs" now playing a re-release engagement at the RKO Memorial Theatre here, grossed $26,000 in its second week which ended last night. The picture enters its third week today.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Doubts of Spanish Government May Hold Up New Pact

The Spanish-American film agreement, which will become effective on Saturday, may not be operative then or for several days or weeks thereafter because the Spanish government has raised a question regarding the desirability of allocating 15 import licenses among United Artists, Republic and Monogram, it was learned here yesterday.

The objections, if any, that the Madrid government has to this phase of the agreement which was blueprinted last month and signed by retiring U. S. Ambassador to Spain Stanton Griffis, were not clear to distributor spokesmen yesterday. However, confidence was expressed that the difficulty that has arisen will be straightened out in due course.

Healey Conferring

It is understood that Tim Healey, Motion Picture Association of America representative in Madrid, has been conferring lately with Spanish government officials with a view to securing complete accord on the pact. The licenses for UA, Republic and Monogram would be issued by Spanish importing firms.

The Franco government was said to have been perfectly satisfied with the pact's allocation of 60 permits to MPAA member companies by the government and its guarantee of five import licenses to the Society of Independent Motion Picture Producers, to be issued by Spanish importing firms.

Twenty other permits also will be channelled through Spanish importers under the agreement. These would be "dipped into" by any and all U. S. producers, including MPAA member companies.

Meet on Japan and Belgium

Distribution foreign managers met here yesterday for a discussion of Japanese quota problems and the status of U. S. industry operations in Belgium. No action was reported following the meeting.

Fabian, Walsh, Holm Honor Guests Here

Simon H. Fabian, Richard Walsh and Celeste Holm will receive the 1952 "Brotherhood Awards" of the National Conference of Christians and Jews at the NCCJ dinner at the Hotel Waldorf Astoria here tonight, highlighting the participation of the amusement division in NCCJ's 1952 Brotherhood Week observance.

Leaders from all branches of entertainment are scheduled to be on the dais with novelist Fannie Hurst making the presentation to Walsh and Louis Nizer, chairman of the dinner committee, making the presentations to Fabian and Miss Holm.

Herbert Bayard Swope will be the principal speaker at the dinner which will climax the amusement division's drive for an expanded goal of $150,000 in contributions for the NCCJ.

Mexican Ban Aids 'Fox'

Mexico City, Feb. 27.—The censor's ban, quickly removed, on 20th Century-Fox's "The Desert Fox," was beneficial. In three weeks the picture grossed $40,000 at the Cine Alameda.

Seasonal Change in Theatre-going Attributed by Ullman to Television

Albany, N. Y., Feb. 27.—The cycle of business in conventional film theatres has changed from fall-winter-early spring to spring-summer-fall, said Saul J. Ullman, up-state general manager for Fabian Theatres. A veteran of 35 years in the industry, Ullman said, "The best period for indoor houses is now from Easter to Thanksgiving." Ullman added that air-conditioning is essential if theatres are to take advantage of summer trade.

Television is the principal reason for the cycle-shift, according to Ullman, because the best shows are televised during the winter months, when snow, cold weather, slippery sidewalks, traffic jams and inadequate parking space keep many persons home at night. Competition from television is weakest during the Easter-Thanksgiving period. Ullman spoke of the tough winter which the Albany area has experienced. He also pointed to the large investment in most sets and to the ensuing insistence of family groups that they view television regularly, "to get back our money."

Increasing defense work will accelerate the trend toward Friday-Saturday-Sunday attendance by persons patronizing drive-ins, Ullman predicted.

Cost of TV Color Conversion up 150%

The cost of using proper raw stock and other facilities today so that TV producers can convert TV film for future color television was estimated at about 150 per cent higher than present black-and-white production.

The estimate was made yesterday by John G. Stott, vice-president of Tri-Art Color Corp., a subsidiary of Du Art Film Laboratories, Inc., in an address before a luncheon meeting of the National Television Film Council at the Warwick Hotel.

Stott said the increase in cost may be as high as 200 per cent, emphasizing that the percentage took in overall costs, including raw stock, extra lighting and processing.

Stott, in explaining his company's Eastman negative positive process, used a number of clips from "Royal Journey," for which Tri-Art did the processing and developing.

NTFC president Melvin Gold announced that NTFC's next quarterly all-day forum will be held March 26 at the Warwick Hotel, with the day divided for discussions on television stations, production and distribution.

Atlas Holds Large Walt Disney Block

Common stock holdings in Walt Disney Productions form the largest number of shares of any industry stock owned by the Atlas Corp., the annual report to Atlas stockholders revealed here yesterday.

The number of Disney shares listed was 93,050, compared to 76,500 shares of RKO Pictures, 25,000 Paramount Pictures, and 25,000 of United Paramount Theatres.

French Pact Talks Seen for Mid-March

Washington, Feb. 27.—Film industry officials expect to meet with State Department officials in mid-March to make preliminary plans for new French film pact talks.

Actual negotiations with the French will be delayed as long as possible on the theory that French eocnomic difficulties are now at their worse, and that delaying new remittance talks might bring better terms.

Two Key Warner Premieres Today

Warner Brothers' "Bugles in the Afternoon," a Cagney production with color in Technicolor, starring Ray Milland, and "About Face," Technicolor musical starring Gordon MacRae and Eddie Bracken, will begin world premiere engagements today. "Bugles" will have a four-state premiere at the Utah Theatre in Salt Lake City; "About Face" will open the new Tennessee Theatre in Nashville with appropriate premiere ceremonies.

At Salt Lake, Louis Mosconi and Camille Williams, dance team, have joined the motion picture celebrities who will attend the premiere of "Bugles." Mayor Earl J. Glade and local civic groups will welcome the stars. Within 10 days following premiere, the picture will have showings throughout Utah, Montana, Idaho and Nevada.

At Nashville, a $50-top world premiere of "About Face" will benefit the Florence Crittenton Home. Prominent state, city and society leaders, leading distributors and exhibitors, in addition to Hollywood personalities, will attend.

Johnston to Study Filming in Europe

Hollywood, Feb. 27.—W. Ray Johnston, chairman of the Monogram-Allied Artists board of directors, has completed plans for an extensive European tour this spring during which he will survey production in England and on the Continent. With Mrs. Johnston, he will leave Hollywood April 1 and sail from New York eight days later.

Canadian Imports Up Over A Million

Ottawa, Feb. 27.—The Canadian government reports imports of films increased to $5,658,000 during 1951 compared with $4,540,000 in 1950, rising from $302,000 in December a year earlier to $416,000 last December.

Likewise, exports of films from Canada advanced to $393,000 in December against $298,000 a year earlier and reached a total of $4,954,000 in 1951, compared with $2,253,000 in 1950.

British Pressing Experiments with Electronic Camera

London, Feb. 27.—Indication of a stepping-up in the development of the electronic camera for film production is seen in the release of T. C. Macnamara from the board of Scophony-Baird to pursue full time activity as technical director of High Definition Films, Ltd.

It is claimed that electronic film-making will result in great economies in film production if indeed it does not completely revolutionize it.

The latter company was formed a few months ago with a capital of £150,000, provided jointly by the J. Arthur Rank Organization, the Pye Company (a leading radio apparatus manufacturer) and British Lion. Announced object of the company was "the development of a new camera for film studios."

Macnamara is regarded as one of Britain's leading specialists in electronics. He was head of planning and installation in the BBC until he joined Scophony-Baird in December, 1950. He retained his position there when he joined High Definition in September, 1951, although it was then stated that he would eventually have to devote himself exclusively to the work of the new company. That, however, it was also said, would not occur "for some considerable time."

Much secrecy surrounds the research work in progress at Cambridge but it is accepted that Macnamara's whole-time employment there implies that it has reached the point which enables practical production to be undertaken within measurable time. It is understood also that the research has been carried out in association with Cambridge University's world-famed Cavendish Physics Laboratory. It was there that the original experiments which led to the splitting of the atom were made.

Chairman and managing director of High Definition is Norman Collins, formerly head of the BBC's Television Service.

Plan for U. K. Tax Change to Treasury

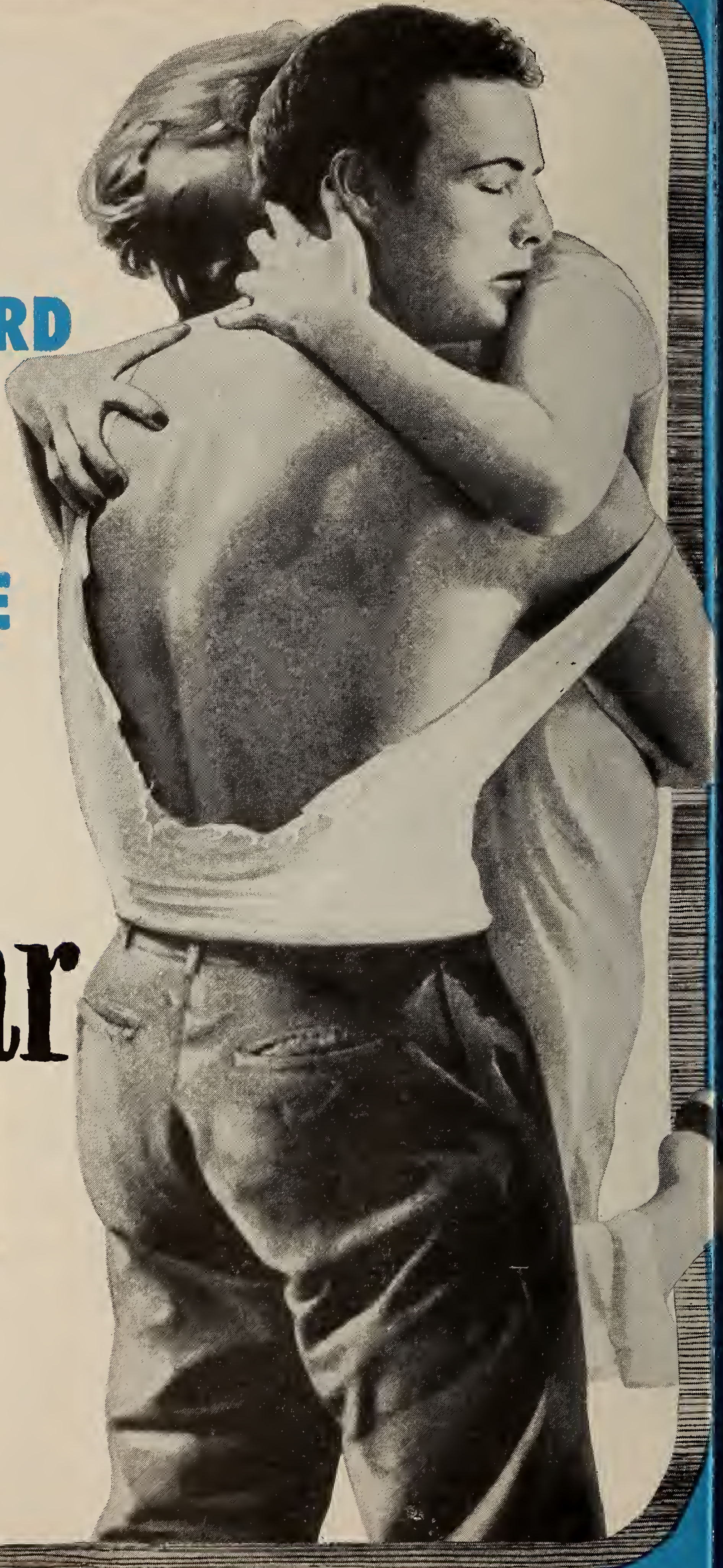
London, Feb. 27.—Following a meeting with officers of the Cinematograph Exhibitors Association, the Customs and Excise Department has submitted a report on Britain's entertainment tax to the Chancellor of the Exchequer dealing with the tax proposals put forward by CEA's Sir Alexander King.

King's plan provides for the exemption from tax of the first sevenpence in all seat prices, with the balance thereafter taxed at 50 per cent. It is urged that the King plan would enable exhibitors to resume the highly popular one shilling-three-pence seat and that, in view of the now widespread drift of patrons to lower-priced seats, the total yield to the Exchequer very well might not be diminished by the change.

Bank Underwrites 36

Mexico City, Feb. 27.—Production of 36 pictures this year has been underwritten by the trade's own bank, the semi-official Banco Nacional Cinematografico, for $1,250,000. Of the pictures, 26 are for major companies and 10 for independents.

THE PICTURE
NAMED
FOR MORE
ACADEMY AWARD
NOMINATIONS
THAN ANY
OTHER PICTURE
THIS YEAR
IS "A
Streetcar
Named
Desire"



OTHER 'STREETCAR' AWARDS EVERYWHERE!
HERE'S A PARTIAL LIST — MORE
COMING IN ALL THE TIME!

NEW YORK FILM CRITICS AWARDS
BEST PICTURE OF THE YEAR
BEST ACTRESS OF THE YEAR
BEST DIRECTOR OF THE YEAR

SAN FRANCISCO CRITICS COUNCIL AWARDS
BEST PICTURE OF THE YE
BEST ACTRESS OF THE YE
BEST ACTOR OF THE YEA

NOMINATED FOR

BEST MOTION PICTURE

BEST PERFORMANCE BY AN ACTRESS
VIVIEN LEIGH

BEST PERFORMANCE BY AN ACTOR
MARLON BRANDO

BEST PERFORMANCE BY SUPPORTING ACTRESS
KIM HUNTER

BEST PERFORMANCE BY SUPPORTING ACTOR
KARL MALDEN

BEST DIRECTING
ELIA KAZAN

BEST SCREEN PLAY
TENNESSEE WILLIAMS

BEST BLACK-AND-WHITE ART DIRECTION
RICHARD DAY

BEST BLACK-AND-WHITE COSTUME DESIGN
LUCINDA BALLARD

Warners' General Release Mar. 22!

BEST BLACK-AND-WHITE CINEMATOGRAPHY
HARRY STRADLING

BEST MUSIC SCORE OF DRAMATIC PICTURE
ALEX NORTH

BEST SOUND RECORDING
COL. NATHAN LEVINSON

"A Streetcar Named Desire"

STARRING **VIVIEN LEIGH** AND **MARLON BRANDO**

KIM HUNTER · KARL MALDEN SCREEN PLAY BY TENNESSEE WILLIAMS

DIRECTED BY ELIA KAZAN

BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS AS PRESENTED ON THE STAGE BY IRENE MAYER SELZNICK

From the Play that Won the Pulitzer Prize and Critics Circle Award

AN ELIA KAZAN PRODUCTION
PRODUCED BY CHARLES K. FELDMAN

plus Five more Warner Nominations

BEST DOCUMENTARY FEATURE
"I WAS A COMMUNIST FOR THE F.B.I."

BEST PERFORMANCE BY A SUPPORTING ACTOR
GIG YOUNG in "COME FILL THE CUP"

BEST BLACK-AND-WHITE CINEMATOGRAPHY
"STRANGERS ON A TRAIN"

BEST DOCUMENTARY SHORT
"THE SEEING EYE"

BEST ONE REELER **"WORLD OF KIDS"**

TERNATIONAL ILM FESTIVAL AT VENICE
THE "SPECIAL AWARD" AND BEST ACTRESS AWARD

LOOK MAGAZINE AWARDS
ANNUAL MOVIE AWARD
BEST ACTRESS OF THE YEAR
BEST SUPPORTING ACTRESS

FAMILY CIRCLE MAGAZINE AWARDS
BEST PICTURE · BEST ACTRESS
BEST ACTOR · BEST DIRECTOR
BEST SUPPORTING ACTOR

M-G-M Production Group in Operation

HOLLYWOOD, Feb. 27.—M-G-M's new production group recently set up by Dore Schary, vice-president in charge of production, is in full operation at the studio, it was announced here.

Initial producing assignments have been made with Henry Berman to produce "You for Me" and "Gyp Circuit" and Arthur Loew, Jr., to produce "Seven Cakes for Christmas." Hayes Goetz will produce "Bonanza" and "Apache Trail." William Roberts will do the screen play for the former film from his own original. Don Mankiewicz is writing a treatment of the second. Robert Thomsen is doing the screen play for the last named.

Additional producing assignments to include Matthew Rapf, Sol Fielding and Sidney Franklin, Jr., also in the group, will be announced shortly with Schnee now back at his desk after a two weeks' absence studying scripts.

Schary has formulated a long-range program for the group which will make up to fifteen features annually.

Awards to Clift

CLEVELAND, Feb. 27.—Montgomery Clift, star of George Stevens' "A Place in the Sun," will accept the Cleveland Critics Circle Awards for 1951 honoring the film, himself, and his co-star, Shelley Winters, at a special luncheon in Cleveland on March 4. Clift will accept these awards on behalf of Stevens and Paramount Pictures, which released the filim.

Crescent Circuit Manager Breaks Up Unique Scheme in Bank Night Fraud

Nashville, Feb. 27.—An alert theater manager, Lloyd S. Lawrence, of Crescent Amusement's Madison Theatre, broke up what might have developed into a serious bank night fraud in Crescent's suburban houses.

When Lawrence discovered that a ticket drawn by a small boy from the barrel was printed on a different kind of cardboard and was dirty as if handled considerably, he first announced a winner had been found, then withdrew the announcement and called police who immediately picked up a 13-year-old boy who readily admitted that he had the winning ticket "palmed" when he reached into the barrel. Questioning led to the arrest of the employer of the boy's father. His scheme was to take the boy to a suburban theatre on bank night and plant him where he could rush forward and offer to draw out the winning ticket.

Investigation at other Crescent houses revealed that the same boy drew a winning ticket for $250 at the Belmont Theater on the other side of the city. The boy claimed that all he got out of it was a free ticket to the show.

The manager of at least one Crescent suburban house is investigating evident tampering with the bank night register at his theatre. All Crescent houses involved have pledged absolute protection to the public against fraud in the weekly drawings.

600 Key 'Apache' Dates for April

More than 600 key situations from Coast to Coast will be playing Universal-International's "The Battle At Apache Pass," with color in Technicolor, during April in one of the largest mass playoffs of a picture in the company's history, Charles J. Feldman, domestic sales manager, reports.

U-I will list 447 of these situations in two-color, double-truck advertising spreads, marking the greatest number of theatres to be listed in this type of ad.

Filming Schedule On Coast Drops 4

HOLLYWOOD, Feb. 27.—Production took a drop of four points last week, for a total of 27 pictures in work. Four new features were started and eight were completed.

Started were: "The Devil Makes Three," Metro-Goldwyn-Mayer; "Come Back, Little Sheba" (Hal Wallis Productions) and "The Full House" (Part 4—The Last Leaf), 20th Century-Fox; "Ma and Pa Kettle at Waikiki," Universal-International.

Completed were: "The Happy Time" (Kramer) Columbia; "Story of Three Loves" (Mademoiselle Sequence), and "Because You're Mine," Metro-Goldwyn-Mayer; "African Treasure," Monogram; "War of the Worlds" and "Caribbean Gold" (Pine-Thomas), Paramount; "This Man Is Mine" (Wald-Krasna), RKO Radio; "Dream Boat," 20th Century-Fox.

Martin-Lewis Video Show to Aid Fund

Dean Martin and Jerry Lewis hope to reach 2,800,000 television set owners in the Greater New York area during the 18-hour telethon they will stage over NBC from midnight Friday, March 14, until 6:00 P.M. Saturday, to launch the fund-raising campaign for the $2,000,000 New York Cardiac Hospital.

Martin and Lewis, currently starring in "Sailor Beware," Hal Wallis production for Paramount, will undertake the telethon immediately after completing a five-week personal appearance tour.

'IA' Wins Hike for Para.'s Publicists

An agreement between the IATSE and Paramount Pictures on wage increases for home office publicists was reached here yesterday, and was viewed as marking the first step toward the establishment of a publicists' local in the "IA" union.

A $10-across-the-board increase combined with the raising of the grades of a number of the publicists will give the up-graders pay hikes of as much as $40 under the impending contract, it was indicated.

Other benefits agreed upon include the establishment of a union shop. The contract is expected to be signed "shortly" by representatives of "IA" Motion Picture Home Office Employes Local No. H-63 and the company.

The decision whether the Paramount publicists unit, the first group of its kind to vote itself into the IATSE, will become a segment of H-63 or an independent local will rest with Russell M. Moss, H-63 executive vice-president. Richard F. Walsh, "IA" international president, is understood to have asked Moss to make such a decision after the signing of a contract. The latter is said to favor independence for the publicists. H-63 is a local whose membership is made up of clerks, stenographers, messengers and other "white collar" workers in film companies' home offices.

Change in Public's Film 'Attitudes'

RIDLEY PARK, Pa., Feb. 27.—Market studies made in Chicago last year by Sindlinger & Co. indicate that there are now 12 instead of four classifications of theatre patrons and that the 12th category, accounting for 24.7 per cent of Chicago's population of 3,625,530, contribute nothing to the city's total theatre gross.

Prior to television, the Sindlinger report contends, and where there is no television today, the public could be divided into four general classifications of theatre-goers: frequent, average, seldom and never. In the 63 television markets of today, it states there are 12 classifications, "each differing in degree of behavior toward, and interest in moviegoing."

Testimonial for Kane

BOSTON, Feb. 27.—The Variety Club of New England yesterday honored Al Kane with a luncheon on his recent promotion to the post of South-Central division sales manager for Paramount. He was district manager here. His headquarters will be in Dallas.

ANSWER TO YOUR TECHNICAL PROBLEMS...

The Altec Service Man and the organization behind him

The Altec Service Man

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11 hrs. 20 min.

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THE MERCURY—DC-6 SKYSLEEPER SERVICE
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MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Jan. 20	(Jan. Releases) **BOOTS MALONE** William Holden Johnny Stewart D—103 min. (Rev. 12/28/51)	**MAN BAIT** George Brent Marguerite Chapman D—78 min. (5103)	**THE SELLOUT** Walter Pidgeon John Hodiak D—83 min. (Rev. 12/17/51)	**ALADDIN AND HIS LAMP** (Color) Patricia Medina John Sands D—66½ min. (5299) (Rev. 2/11/52)	(Jan. Release) **HONG KONG** (Color) Ronald Reagan Rhonda Fleming D—91 min. (5109) (Rev. 11/15/51)	**CAPTIVE OF BILLY THE KID** Alan "Rocky" Lane O—54 min. (5064) (Rev. 1/18/52)	(Jan. Releases) **ON DANGEROUS GROUND** Ida Lupino D—62 min. (215) (Rev. 11/30/51)	(Jan. Releases) **THE MODEL AND THE MARRIAGE BROKER** Jeanne Crain Scott Brady CD—103 min. (Rev. 11/27/51)		(Jan. Releases) **FLAME OF ARABY** (Color) Maureen O'Hara Jeff Chandler D—77½ min. (207) (Rev. 11/26/51)	
Jan. 27	**INDIAN UPRISING** (Color) George Montgomery O—75 min. (Rev. 1/3/52) **THE OLD WEST** Gene Autry O—61 min. (Rev. 1/11/52)		**INVITATION** Dorothy McGuire Louis Calhern D—85 min. (Rev. 1/24/52)	**TEXAS CITY** Johnny Mack Brown O—54 min (5241)		**LADY POSSESSED** James Mason June Havoc D—87 min. (5104) (Rev. 2/15/52)	(Goldwyn) **I WANT YOU** Dana Andrews Dorothy McGuire D—102 min. (251) (Rev. 11/1/51) **TEMBO** (Color) Howard Hill (Semi-Documentery) 80 min. (265) (Rev. 12/18/51)	**DECISION BEFORE DAWN** Richard Basehart Gary Merrill D—119 min. (Rev. 12/19/51)	**CLOUDBURST** Robert Preston D—83 min. (Rev. 2/4/52)	**BRIGHT VICTORY** Arthur Kennedy Peggy Dow D—97 min. (208) (Rev. 7/20/51)	**ROOM FDR ONE MORE** Cary Grant Betsy Drake CD-98 min. (113) (Rev. 1/10/52)
Feb. 3	**SMOKY CANYON** Charles Starrett Smiley Burnette O—55 min. (Rev. 1/28/52)		**LONE STAR** Clark Gable Ava Gardner D—94 min. (Rev. 12/20/51)	**NIGHT RAIDERS** Whip Wilson O—52 min. (5251)		**COLORADO SUNDOWN** Rex Allen Mary Ellen Kay O—67 min. (5141) (Rev. 2/18/52)	**A GIRL IN EVERY PORT** Groucho Marx William Bendix C—86 min. (218) (Rev. 12/27/51)	(Bernhard Prods.) **JAPANESE WAR BRIDE** Shirley Yamaguchi D—91 min. (Rev. 1/7/52)	(Jack Schwarz) **BUFFALO BILL IN TOMAHAWK TERRITORY** Clayton Moore O—66 min. (Rev. 2/4/52)	**FINDERS KEEPERS** Tom Ewell Julia Adams C—74 min. (211) (Rev. 12/14/51) **THE CIMARRON KID** (Color) Audie Murphy Beverly Tyler O—84 min. (213) (Rev. 12/14/51)	
Feb. 10	(Feb. Releases) **DEATH OF A SALESMAN** Fredric March D—111 min. (Rev. 12/10/51)	**NAVAJO** All Indian cast 70 min. (5104) (Rev. 2/11/52) **STRONGHOLD** Veronica Lake Zachary Scott D—73 min. (5107)	**SHADOW IN THE SKY** Ralph Meeker James Whitmore D—78 min. (Rev. 12/18/51)	**FORT OSAGE** (Color) Rod Cameron O-72 min. (5102) (Rev. 1/18/52)	(Feb. Releases) **SAILOR BEWARE** Dean Martin Jerry Lewis C—104 min. (5114) (Rev. 11/29/51)		(Feb. Releases) (Re-Release) **HUNCHBACK OF NOTRE DAME** Charles Laughton Maureen O'Hara D—117 min. (266) (Rev. 12/15/39)	(Feb. Releases) **DAVID AND BATHSHEBA** (Color) Gregory Peck Susan Hayward D—116 min. (Rev. 8/15/51)	(Jean Renoir) **THE RIVER** (Color) Tom Breen Radha D—99 min. (Rev. 9/7/51)	(Feb. Releases) **BEND OF THE RIVER** (Color) James Stewart Arthur Kennedy OD—91 min. (212) (Rev. 1/22/52)	**THIS WOMAN IS DANGEROUS** Joan Crawford Dennis Morgan D—100 min. (114) (Rev. 1/24/52)
Feb. 17	**THE HAREM GIRL** Joan Davis C—70 min. (Rev. 1/18/52) **HAWK OF WILD RIVER** Charles Starrett Smiley Burnette O—54 min. (Rev. 2/11/52)		**BELLE OF NEW YORK** (Color) Vera Ellen Fred Astaire M—82 min. (Rev. 2/18/52)		**FLAMING FEATHER** (Color) Sterling Hayden Barbara Rush O—77 min. (5118) (Rev. 12/14/51)		(Re-Release) **CAT PEOPLE** Simone Simon Kent Smith D—73 min. (267) (Rev. 11/16/42)	**PHONE CALL FROM A STRANGER** Bette Davis Shelley Winters D—96 min. (Rev. 1/8/52)	(Bogeaus) **ONE BIG AFFAIR** Evelyn Keyes Dennis O'Keefe C—80 min.	**MEET DANNY WILSON** Frank Sinatra Shelley Winters CM—88 min. (205) (Rev. 1/11/52)	
Feb. 24	(Reissue) **KONGA, THE WILD STALLION** O—65 min. **THE FIRST TIME** Robert Cummings Barbara Hale CD—89 min. (Rev. 1/28/52)			**WACO** Wild Bill Elliott O—73 min. (5224)			**THE LAS VEGAS STORY** Jane Russell Victor Mature D—88 min. (217) (Rev. 1/3/52) **AT SWORD'S POINT** (Color) Cornel Wilde Maureen O'Hara D—81 min. (Rev. 1/24/52)	**RED SKIES OF MONTANA** (Color) Richard Widmark Constance Smith O—98 min. (Rev. 1/24/52)	(Benagoss Prods.) **THE GREEN GLOVE** Glenn Ford Geraldine Brooks D—88 min. (Rev. 1/31/52)	**HERE COME THE NELSONS** Ozzie & Harriet Nelson CD—76 min. (210) (Rev. 1/18/52)	**RETREAT, HELL!** Richard Carlson Frank Lovejoy D—95 min. (115) (Rev. 2/11/52)
Mar. 2		**WINGS OF DANGER** Zachary Scott D (5106)	**JUST THIS ONCE** Janet Leigh Peter Lawford C—90 min. (Rev. 1/17/52)			**THE LAST MUSKETEER** Rex Allen O—67 min. (5142)	(Re-Release) **SNOW WHITE AND THE SEVEN DWARFS** (Color) Walt Disney animated cartoon 83 min. (292) (Rev. 12/23/37)		(Alex. Paal) **A TALE OF FIVE WOMEN** Bonar Colleano CD—86 min.		
Mar. 9	(March Releases) **MY SIX CONVICTS** Millard Mitchell Gilbert Roland CD—104 min.		**LOVE IS BETTER THAN EVER** Elizabeth Taylor C—81 min. (Rev. 2/5/52)	**RODEO** (Color) Jane Nigh O—70 min. (5104)			**TRAIL GUIDE** Tim Holt O—60 min. (219) (Rev. 1/21/52)	(March Releases) **FIVE FINGERS** James Mason Danielle Darrieux D—108 min. (Rev. 2/13/52)	(King Bros.) **MUTINY** (Color) Mark Stevens D—76 min. (Natl. Film Board of Canada) **ROYAL JOURNEY** (Color) Documentary 52 min. (Rev. 1/18/52)	(March Releases) **STEEL TOWN** (Color) Ann Sheridan John Lund D—83 min. (215)	**BUGLES IN THE AFTERNOON** (Color) Ray Milland Helena Carter OD—85 min. (Rev. 1/31/52)
Mar. 16	**SCANDAL SHEET** Broderick Crawford Donna Reed D—82 min. (Rev. 1/18/52) **JUNGLE JIM IN THE FORBIDDEN LAND** Johnny Weissmuller D	**VALLEY OF EAGLES** Jack Warner D—(5114)			(March Release) **SOMETHING TO LIVE FOR** Ray Milland Joan Fontaine D—89 min. (Rev. 1/28/52)		(March Releases) **TARZAN'S SAVAGE FURY** Lex Barker D	**RETURN OF THE TEXAN** Dale Robertson Joanne Dru O—88 min. (Rev. 2/13/52)	(Horizon-Romulus) **THE AFRICAN QUEEN** (Color) Humphrey Bogart Katharine Hepburn D—106 min. (Rev. 12/26/51)	**FLESH AND FURY** Tony Curtis Jan Sterling D—82½ min. (214)	
Mar. 23	**OKINAWA** Pat O'Brien Cameron Mitchell D—67 min. **NIGHT STAGE TO GALVESTON** Gene Autry O—61 min.		**THE WILD NORTH** (Color) Stewart Granger D—97 min. (Rev. 1/15/52)	**HOLD THAT LINE** Leo Gorcey CD—64 min. (5211)		**LEADVILLE GUNFLINGER** Alan "Rocky" Lane O	**RANCHO NOTORIOUS** (Color) Marlene Dietrich Mel Ferrer OD—89 min. (Rev. 2/11/52)	**VIVA ZAPATA!** Marlon Brando Jean Peters D—113 min. (Rev. 2/6/52)	**STRANGE WORLD** Angelica Hauff Helmut Schneider D—80 min.	**THE TREASURE OF LOST CANYON** (Color) William Powell Julia Adams D—81 min. (209) (Rev. 2/18/52)	**A STREETCAR NAMED DESIRE** Vivien Leigh Marlon Brando D—122 min. (Rev. 6/14/51)
Mar. 30				**THE MAN FROM BLACK HILLS** Johnny Mack Brown O—51 min. (5242)							**THE BIG TREES** (Color) Kirk Douglas Eve Miller D—89 min. (Rev. 2/6/52)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

THE general release of Cecil B. DeMille's "THE GREATEST SHOW ON EARTH", originally planned for the late fall of 1952, will be moved up to July, 1952, in response to demands from exhibitors and public. Its sensational record-breaking boxoffice performance in its initial engagements and its overwhelming acclaim in the nation's press have determined Paramount's releasing policy—which will be welcome to showmen everywhere who have emphasized their need for big, big attractions during the summer months.

We want this picture to reach your theatre red hot and presold so that everyone in your city, town or neighborhood, from 6 to 86, will be talking about it and clamoring to see it.

CECIL B. DEMILLE'S "THE GREATEST SHOW ON EARTH

Cecil B. De Mille's "THE GREATEST SHOW ON EARTH" starring Betty Hutton · Cornel Wilde · Ch
Emmett Kelly · Cucciola · Antoinette Concello · and James Stewart · Produced and Directed by Cecil
Screenplay by Fredric M. Frank, Barre Lyndon and Theodore St. Jo

THE GREATEST NEWS ON EARTH . . .

Paramount Sets Release Of "The Greatest Show On Earth"

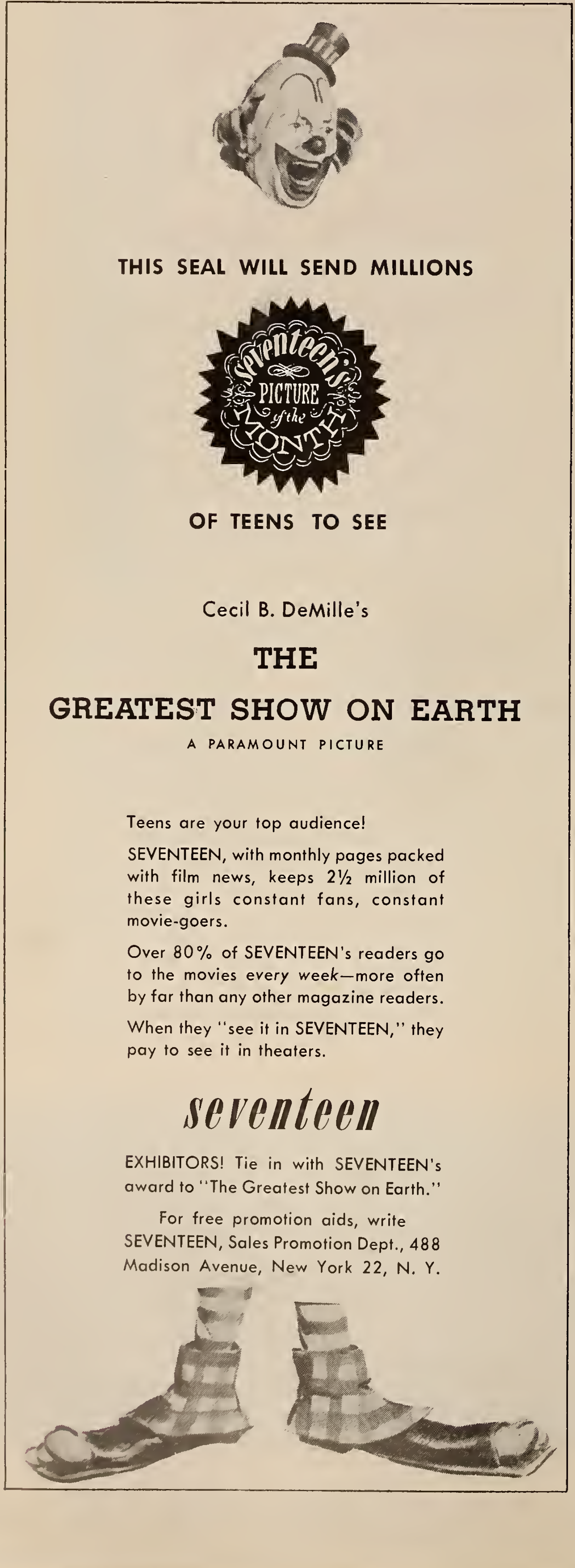
The Great American Public Will Be Giant Exploitation Staff In Vast Complete-Penetration Preselling

Therefore, we are making "THE GREATEST SHOW ON EARTH" available to a limited number of theatres throughout the country on a special pre-release basis. Thus the greatest word-of-mouth will be developed and the deepest potential-audience penetration obtained by the time "THE GREATEST SHOW ON EARTH" is emblazoned on your marquee.

We know these pre-release engagements will be of the utmost importance to theatres booking the picture in general release. These first mass-audiences will become exploiteers for the entire nation. Many exhibitors would like to play "THE GREATEST SHOW ON EARTH" tomorrow if it were available. However, this pre-release timetable—together with the picture's summer general release—will produce the maximum return in dollars and cents for all exhibitors. And it will bring the industry as a whole the full measure of optimism and morale that only the greatest motion picture can provide.

BETTY HUTTON CORNEL WILDE JAMES STEWART

on Heston · Dorothy Lamour · Gloria Grahame · with Henry Wilcoxon · Lyle Bettger · Lawrence Tierney
eMille · Color by Technicolor · Produced with the cooperation of Ringling Bros.-Barnum & Bailey Circus
Story by Fredric M. Frank, Theodore St. John and Frank Cavett


THIS SEAL WILL SEND MILLIONS

SEVENTEEN'S PICTURE of the MONTH

OF TEENS TO SEE

Cecil B. DeMille's

THE

GREATEST SHOW ON EARTH

A PARAMOUNT PICTURE

Teens are your top audience!

SEVENTEEN, with monthly pages packed with film news, keeps 2½ million of these girls constant fans, constant movie-goers.

Over 80% of SEVENTEEN's readers go to the movies every *week*—more often by far than any other magazine readers.

When they "see it in SEVENTEEN," they pay to see it in theaters.

seventeen

EXHIBITORS! Tie in with SEVENTEEN's award to "The Greatest Show on Earth."

For free promotion aids, write SEVENTEEN, Sales Promotion Dept., 488 Madison Avenue, New York 22, N. Y.

Review

"When in Rome"

(Metro-Goldwyn-Mayer)

THE STORY of a strange association between an American parish priest and an escaped San Quentin convict on their way to Rome during the Holy Year has been turned into a striking production in M-G-M's "When in Rome." The picture has warmth and humor and shows the mark of production resourcefulness. The charm and unusualness of the story is a good merchandising point and it is buttressed by a cast headed by Van Johnson and Paul Douglas.

On boat, en route to Rome, Johnson meets Douglas, a flashy character, and a rather close friendship is struck up. It develops that Douglas is escaping from the police and as a convenient way to elude them when the boat docks, he makes off with Johnson's cassock. Quite naturally Douglas is accepted as a bona fide priest and Johnson is mistaken for the criminal. The comedy inherent in this situation is brought fully to the surface. After a bit of adventure with the police Johnson establishes his true identity and reluctantly promises police captain Joseph Calleia to help find the culprit.

The picture, which Clarence Brown produced and directed, was shot in Rome. Thus the authentic backgrounds and views of famous cathedrals become an added premium for the filmgoer.

Johnson finally catches up with Douglas and is torn between his pledge to turn him in to the police and his desire to help him find salvation. Johnson accedes to Douglas' plea for a 24-hour reprieve before being turned in. The two men go venturing through the city, and under Brown's directorial guidance, considerable fun and excitement is churned up.

With the police always in hot pursuit of the pair, the screenplay, by Charles Schnee and Dorothy Kingsley, frequently takes on the tense aspects of a chase drama. Incident follows incident until the surprise climax is reached. Douglas, finally seeing the error of his past ways, joins a monastic order and takes a vow of silence. The final curtain is rung down as Johnson promises to meet his friend again—at the next Holy Year, in 25 years.

Running time, 78 minutes. General audience classification. For April release.

MANDEL HERBSTMAN

To Air Complaint On Firlik Tariff

ALBANY, N. Y., Feb. 27.—A Public Service Commission hearing on a protest by the Schine circuit of Gloversville, against new tariff rates for the Firlik Film Delivery Service of Albany will be held here April 15.

The Commission permitted the tariff raise to become effective on Feb. 17. The Schine complaint on approximately one-tenth of the delivery points covered being the only one that was filed.

The Albany Theatre Owners of America voted last week to investigate the matter. At that time it was said increases in rates had been reported to be from 20 to 60 per cent. A Public Service Commission staff member explained that the average increase for Firlik is 20 per cent. The old schedule had been in effect for five years.

Name Troyer, Engen In Percentage Suits

FARGO, N. D., Feb. 27.—Guy A. Troyer and Otis K. Engen were named defendants in five percentage suits filed in Federal Court yesterday. Paramount, 20th Century-Fox, Warner, RKO and Universal each filed for damages based on alleged underreporting of receipts at the Lyric Theatre in Rugby, N. D.

Shearer, Byard, Trogner and Peters, of Minneapolis, and Cupler, Tenneson, Serkland & Leahy, of Fargo, represented the distributors, with Sargoy & Stein of New York of counsel.

Glassman Sets

(*Continued from page* 1)

gional meetings throughout New England will be held for members who find it difficult to attend regular meetings in Boston. These will begin early in April.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

AMPA to Honor Art Men March 6

William Schneider, vice-president of Donahue & Coe, and Roy Tillotson, president of the Art Directors Club of New York, will be the principal speakers at a luncheon-meeting of the Associated Motion Picture Advertisers on March 6 at the Hotel Piccadilly here, it was announced yesterday by Harry K. McWilliams, AMPA president. Donahue & Coe is advertising agent for many film and theatre accounts.

The meeting, designed as a tribute to the art directors and artists of film company advertising departments and advertising agencies for motion pictures, will be under the chairmanship of Vincent Trotta.

WB to Retire

(*Continued from page* 1)

would reduce WB outstanding stock holdings another estimated 750,000 shares, for a total of 1,750,000 shares to be cancelled since last fall.

The company stated that when the current appropriation was first considered, a sum of $15,000,000 was thought advisable, but this was changed to $10,000,000.

Mailed in Two Weeks

It is expected that formal invitations to tender stock will be mailed to stockholders in about two weeks, and that the deadline for submission of tenders to the Guarantee Trust Co. of New York, agent for the corporation for this purpose, will be approximately three weeks thereafter.

On the New York Stock Exchange yesterday WB stock ranged in the neighborhood of $15.12.

Feeley to Drive-in Meet

BOSTON, Feb. 27.—Ray Feeley, secretary of the Drive-in Theatres Association of New England, will be a delegate at the drive-in meeting of national Allied to be held at Kansas City on March 4.

Arbitration

(*Continued from page* 1)

have manifested willingness to discuss the other's plan for publication. Their attitude appears to be that they will be provided with sufficient opportunity to comment and criticize at an industry conference, if one is called by distributors.

Queried here yesterday as TOA's plan was made public,, Wilbur Snaper, president of national Allied, refused to make any statement to reporters on the rival organization's proposals.

Not only would TOA's "national administrator" receive a salary of not more than $25,000 annually, but his appointment would be by the U. S. Secretary of Commerce. Abram F. Myers, Allied's general counsel and board chairman, at the Allied convention here last October took pains to warn the industry to guard itself against government "interference and regulation." Whether Myers, who would sit in on an industry arbitration conference, might interpret such an appointment requirement as inviting government interference, was a matter of conjecture in exhibition circles here yesterday.

TOA's plan also stipulated $50 per diem fees for arbitrators, as well as charges for complaint and intervenor filings. Allied, in its plan, listed no fees whatever, and is understood to expect that industry executives would be willing to serve as arbitrators without compensation except for traveling expenses.

'Frisco Arbitration Plan Is Extended

The conciliation and arbitration committee plan announced by the Western Theatre Owners Association in Salt Lake City Tuesday is essentially the same plan which M-G-M has been functioning under in San Francisco, it was disclosed here yesterday by Charles M. Reagan, M-G-M distribution head.

Reagan, commenting on WTO president Rotus Harvey's announcement, said the plan would be new for the Salt Lake area. In addition, Harvey said the project would be extended to Portland and Seattle exchange areas. Twentieth Century-Fox has also agreed to the plan, Harvey said, adding that negotiations were underway with other distributors.

Under the plan, the distributors would select a representative, exhibitors would select one, and both would agree on a third member. All three would arbitrate any disputes in trade practices, except on film rentals. Both parties to the dispute would be bound by the decision.

According to Ralph Trathem, group chairman of the Utah and Southern Idaho exhibitors, the man to represent exhibitors in his area would be elected by the Western theatre operators' unit.

Discuss New Recordings

Film production with new synchronized quarter-inch magnetic tape was discussed and demonstrated last night before members and guests of the Society of Motion Picture and Television Engineers. Meeting at the Henry Hudson Hotel, the Engineers' Atlantic Coast section heard W. T. Selsted of Ampex Electric Corp. describe new recording techniques.

Claims Para. Violated

(*Continued from page* 1)

case. Lawyers for Paramount Pictures and United Paramount Theatres raised strong objections to the inclusion of the cases in the record, but hearing examiner Leo Resnick said he would withhold for the time being a decision on whether or not the cases should be admitted.

Questioned Keough

Today's battle occurred during the testimony of Austin C. Keough, Paramount general counsel. In questioning Keough on the 1933-35 NRA code for the industry, Paglin declared that the code indicated agreement by both distributors and exhibitors that "certain unfair trade practices did exist at that time."

Asked by Paglin if the code showed the "recognition of certain unfair trade practices" in the industry and an "effort by producers and distributors to do away with those practices" Keough replied that this was so.

Rounding out his fifth day on the stand, Keough said that Paramount had often settled anti-trust suits brought against it because it was "very expensive to continue the case." The company did this, he declared, "despite its great conviction that it would prevail." He added that Paramount had lost many cases which it had been convinced it would win, and so "an important factor in deciding to settle" was the cost of continuing the suit.

In questioning Keough on cases which Paramount had settled, Paramount attorney Paul A. Porter objected to putting into the record the amounts for which they were settled. Porter declared that revealing such figures might affect cases which are now pending against Paramount. Although Resnick made no ruling on this question, Porter said he would object any time the amount of a settlement came up.

FCC attorneys have not yet finished their cross-questioning of Keough and since DuMont attorneys estimate a day of cross-questioning of their own, Keough will doubtless be on the stand until the end of the week. The next witness, Klaus Lansberg, manager of Paramount Television Production's Los Angeles television station, KTLA, is expected to be on the stand for two days next week.

'Red' Reply

(*Continued from page* 1)

resolution, but declined to comment.

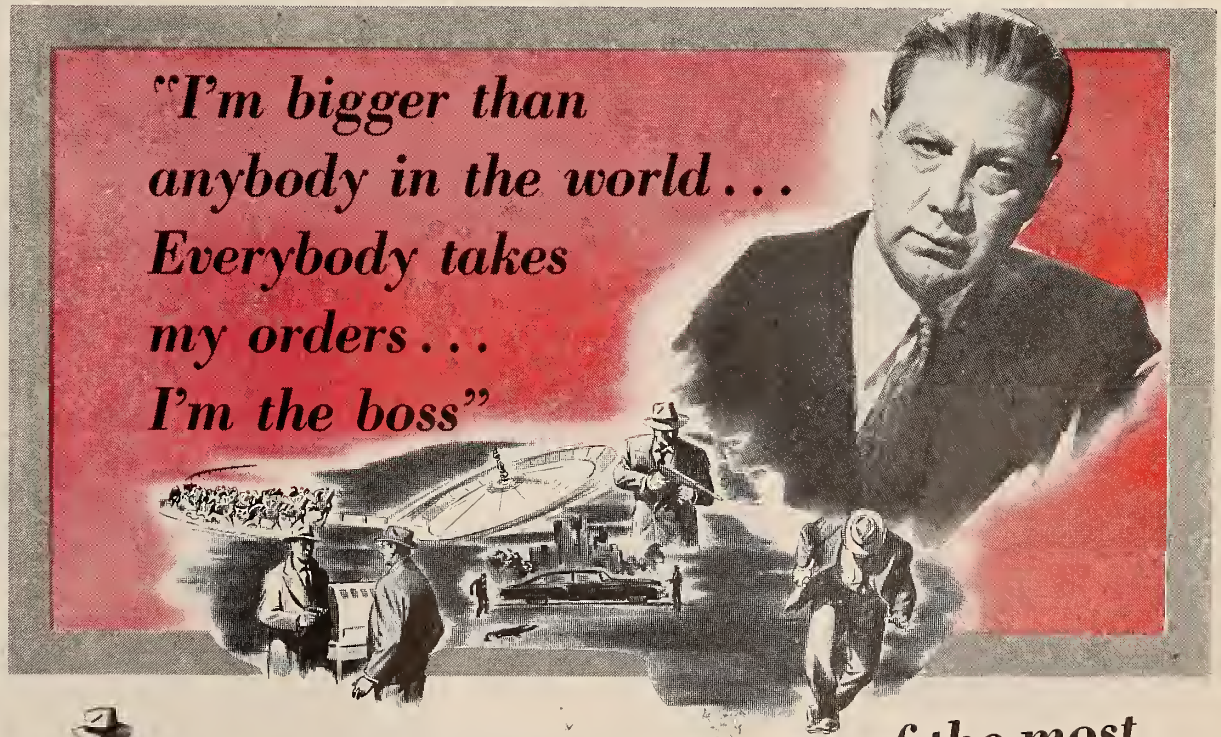
Last May 17 Chairman Wood caused to be entered in the committee's record a statement of his own to the effect that he had informed himself of Hollywood producers' attitudes on the subject of employment of known Communists and had satisfied himself "that they are spending literally thousands and thousands of dollars undertaking to screen the backgrounds of persons now employed in essential positions in the industry, and they are exercising a great deal of diligence in that respect."

In Washington yesterday, Rep. Walter of Pennsylvania, ranking Democrat on the committee, told MOTION PICTURE DAILY he thought the committee report's criticism of the industry was ill-advised and that he favored some statement by the committee "to correct this situation."

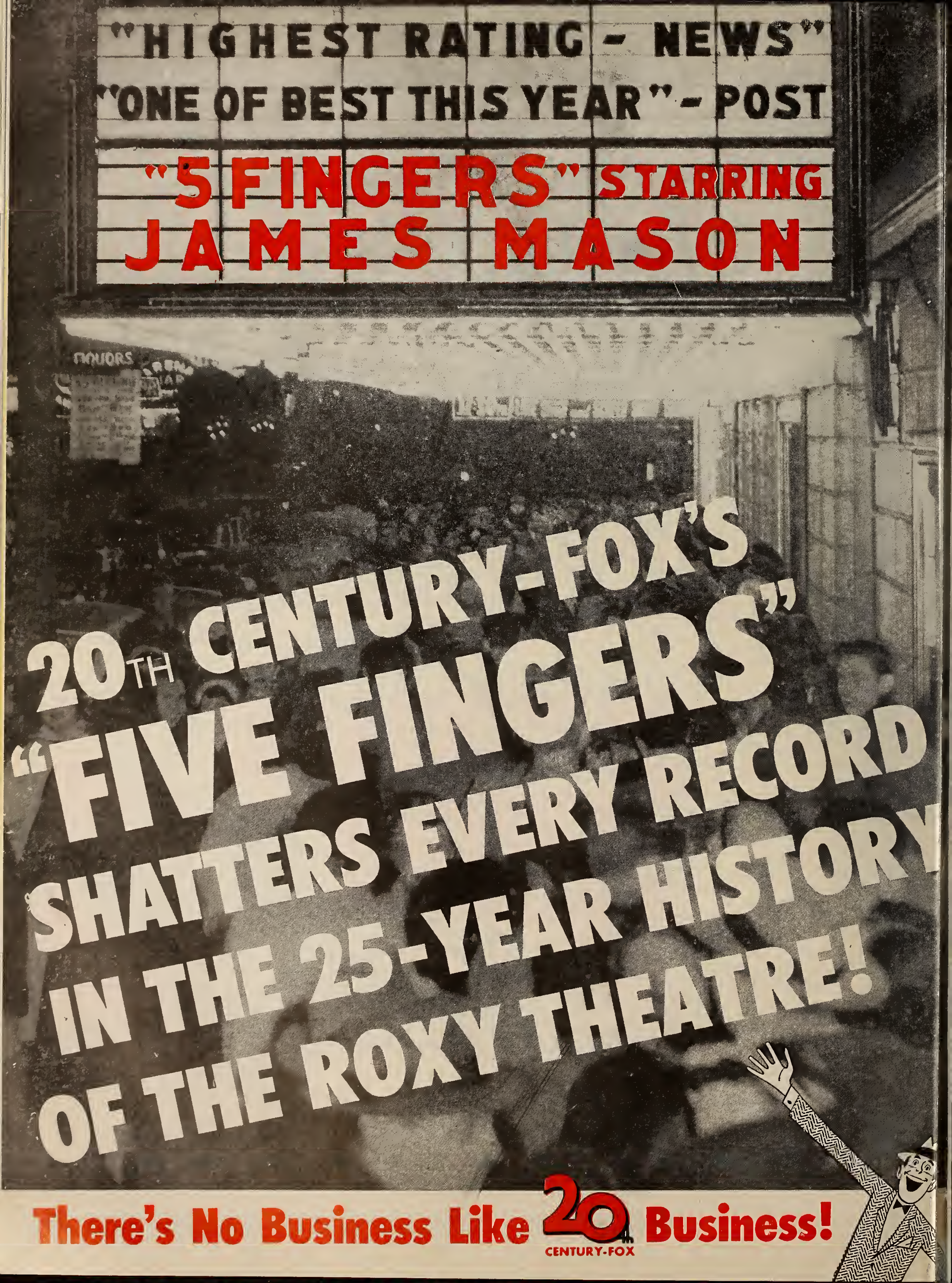
Another member of the committee in Washington, who asked that his name not be used, said that committee members apparently had not read the report as carefully as they should have before approving it.

IT HAPPENED HERE

from prohibition bootlegger to ruler
of a billion dollar empire!



You'll see him soon in one of the most startling pictures in years!


"HIGHEST RATING - NEWS"
"ONE OF BEST THIS YEAR" - POST
"5 FINGERS" STARRING
JAMES MASON

20TH CENTURY-FOX'S "FIVE FINGERS" SHATTERS EVERY RECORD IN THE 25-YEAR HISTORY OF THE ROXY THEATRE!

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 41 NEW YORK, U. S. A., FRIDAY, FEBRUARY 29, 1952 TEN CENTS

Disney Spurns 'Piddling' TV Pay for Films

Sees No Competition With Theatre Revenue

The sale of Walt Disney films to the television market—probably the most desired pictures of all for TV—has been ruled out by Roy O. Disney, president of Walt Disney Productions.

Roy Disney

Disney, whose firm has made an extensive on-the-scene survey of the revenue possibilities of the TV market, said the money offered by TV was "piddling" compared to the revenues derived from distribution to motion picture theatres.

As evidence that Walt Disney Pro

(*Continued on page* 3)

UA Circuit, Loew's Win Month's Delay

A one-month extension for the dissolution of the joint theatre interests held by Loew's and United Artists Theatre Circuit, Inc., has been granted, the Department of Justice disclosed here yesterday.

Under terms of Loew's consent decree divorcement of the joint interests was to have taken place by today.

According to the last report of the

(*Continued on page* 2)

1-Picture Companies Get Legal Boost

Hollywood, Feb. 28.—A decision which could have a far-reaching effect on the status of one-picture corporations formed for tax purposes was rendered today by Federal Judge Leon R. Yankwich.

Yankwich ruled producer F. Hugh

(*Continued on page* 2)

'Andersen' Is Only Film Involved in Goldwyn-UA Talks

Hollywood, Feb. 28.—Discussions which have been held between Samuel Goldwyn and United Artists have centered only on the distribution by U. A. of Goldwyn's current production, "Hans Christian Andersen," it was learned as Arthur Krim, U. A. president, left here by plane for Chicago, en route to New York.

Nothing conclusive concerning U. A. distribution of the $4,000,000 Goldwyn production is expected to develop for some time.

Krim will confer in Chicago with Walter Heller, whose financing company last year made available to U. A. a $2,000,000 revolving fund for in-

(*Continued on page* 6)

Keough Can't See TV for First-Runs

Washington, Feb. 28.—Paramount Pictures general counsel Austin C. Keough said he does not regard TV stations as profitable outlets for first-run film showings.

Stressing that distribution profits come primarily from first-run showings, Keough told the Federal Communications Commission Paramount

(*Continued on page* 3)

Review of Milgram Case to Be Asked

Decision was reached here yesterday by attorneys for defendant companies in the Allentown, Pa., Drive-in case, to petition the U. S. Supreme Court for a writ of certiorari of the Federal Court decision holding major companies guilty of conspiracy in denying first-run films to the drive-in theatre.

The strategic case was won in the lower court by David Milgram, owner of the Allentown drive-in and the U. S. Circuit Court of Appeals in Philadelphia upheld the decision last fall.

Anxiety Mounts As New Restrictions Threaten Overseas

Anxiety over the "epidemic" of remittance restriction planning that has appeared in Europe was expressed here yesterday in film export circles following a meeting of foreign managers on Wednesday at the Motion Picture Association of America's New York office.

The latest country to indicate it

(*Continued on page* 6)

Warns Against Televising Large-Scale Productions

The belief that such large-scale productions as the Radio City Music Hall stage show and performances of the Metropolitan Opera Co. would make poor theatre TV fare because of present technical difficulties was expressed here yesterday by an official of Loew's.

The Loew's executive, whose company's eight theatre-TV equipped houses form one of the larger theatre television circuits, said he would not book such shows at present. The technical difficulties listed by him included present TV projection equipment which limits the scope of the lens.

The image that would appear on large-screen television, he pointed out, would be only an enlarged duplicate of what people now get at home, which he considered thoroughly inade-

(*Continued on page* 3)

Walker Succeeds Coy on the FCC

Washington, Feb. 28.—President Truman today filled the vacancy in the Federal Communications Commission left by the recent resignation of chairman Wayne Coy, when he named Paul A. Walker, a member of the Commission since it was formed, in 1934, to be chairman. At the same time, he named Robert T. Bartley,

(*Continued on page* 2)

MPAA Role in 'Pinky' Appeal Is Approved

Will Help Bring Censor Test to Supreme Court

Formal decision to give the support of the Motion Picture Association of America to the impending U. S. Supreme Court test of film censorship in the "Pinky" case was made here yesterday by the legal committee of MPAA.

Legal help will be afforded by MPAA immediately to Robert L. Park, attorney for East Texas Theatres, owner of the Paramount in Marshall, Tex., where the "Pinky" case originated. Phillip O'Brien, MPAA attorney, is scheduled to go to Austin, Tex., next week to participate in presentation of an order to the Texas Court of Appeals for signing, the last legal step necessary prior to the filing of an appeal with the U. S. Supreme Court.

Preparation of the latter appeal

(*Continued on page* 2)

Republic's Officers Received $423,829

Washington, Feb. 28.—All officers and directors of Republic Pictures received during the last fiscal year remuneration totaling $423,829, the company reported today to the Securities and Exchange Commission.

Top compensation went to Herbert J. Yates, president, who received $175,350, including $100,000 accrued remuneration for the year. Payment

(*Continued on page* 6)

1,000 Attend NCCJ Brotherhood Tribute

Some 1,000 from the entertainment industry and from other fields, and society, government and the press, were present at the Waldorf Astoria Hotel here last night for the National Conference of Christians and Jews annual "Brotherhood" dinner. Her-

(*Continued on page* 3)

HUMPHREY KATHARINE
BOGART · HEPBURN
Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR

UA's "THE AFRICAN QUEEN" IS WORTH A KING'S RANSOM!

Ask 'em in L.A.'s Wilshire Theatre

10th GREAT WEEK

Sees Autumn Trial In RKO-Loew's Suit

Revising his earlier prediction that Pathe Industries' $15,000,000 triple-damage anti-trust suit against the Loew's and RKO circuits would come up for hearing this spring in U. S. District Court here, William C. MacMillen, Jr., Pathe president, now believes the action will not go to trial before next fall.

The reason for the delay, he said, is that distributors, particularly Universal, are slow in submitting requested documents and records relating to grosses in the New York Metropolitan Area. The complaint charges conspiracy to exclude independently-produced films from this area.

'Pinky' Appeal

(*Continued from page* 1)

probably will be completed toward the end of March. Appellants have until mid-April to file in the high court.

The "Pinky" case, since its origin in 1949, has been regarded by industry attorneys as an ideal test case of film censorship. W. L. Gelling, manager of the theatre, was arrested under an ancient village ordinance for exhibiting "Pinky," which depicts racial problems. He was tried, convicted and fined. The conviction was upheld by the Texas Court of Criminal Appeals last Jan. 30. Attorneys feel the case presents all of the necessary elements calling for a clear-cut decision on the constitutionality of film censorship by the Supreme Court.

MPAA several weeks ago declined an invitation by Ephraim London, attorney for Joseph Burstyn, to join in an appeal to the Supreme Court of a decision by the New York Court of Appeals holding the Italian-made film, "The Miracle," unfit for exhibition in the state on grounds that it was sacrilegious.

That case has been appealed to the Supreme Court and probably will be decided prior to the "Pinky" case. Attorneys, however, regard it as unlikely to result in as clear-cut a ruling on the constitutionality of film censorship as the "Pinky" case.

1-Picture Companies

(*Continued from page* 1)

Herbert and wife, who formed Abbott-Herbert Productions in 1945 to produce "Kiss and Tell," are entitled to recover $198,515.52 in taxes paid on personal income basis after the Treasury Department had denied the right to it on a capital gains basis. Yankwich said "ever since 1874 the Supreme Court has insisted that the taxpayer may legally and honorably take means to minimize his tax. When on voluntary dissolution of a corporation the choice lies between several methods, the taxpayer may choose one which is not taxable. When he makes his choice, it cannot be swept aside by administrative fiat."

Personal Mention

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, will leave here today for Hollywood on his annual studio visit.

•

BILL BROWN, manager of Loew's Majestic theatre in Evansville, Indiana, will enter Welbron Memorial Baptist Hospital there Monday for surgery.

•

MRS. DEE LIGHT, secretary to Irving Sochin, Universal sales executive, has returned to her desk following recuperation from a knee accident.

P. T. DANA, Universal Pictures' Eastern sales manager, will leave New York today for a week's trip to Washington, Cleveland and Buffalo.

•

COL. BILL MCCRAW, executive director of Variety Clubs International, was tendered a welcome home dinner by members of Variety Tent No. 14 in Milwaukee.

•

CHARLES D. PRUTZMAN, industry attorney, left here yesterday for a three weeks vacation in Florida.

Realart Meeting Here Tomorrow

A three-day sales meeting of Realart Pictures franchise holders will begin at the Warwick Hotel here tomorrow. Presiding will be Jack Broder, president and chairman of the board.

On the agenda are sales discussions of four Broder pictures now in release, as well as forthcoming product.

Assisting Broder will be Budd Rogers, executive vice-president; Jack Schlaifer, sales vice-president, and Carroll Puciato, vice-president in charge of exchange operations.

File for New Trial in Scott-Lardner Case

HOLLYWOOD, Feb. 28.—Counsel for 20th Century-Fox and RKO Radio said today motion for new trial in the consolidated Adrian Scott-Ring Lardner, Jr., case against those studios, decided in plaintiffs' favor Feb. 15, will be filed within 10 days.

Filing for a new trial necessarily awaited the court's entering judgment, which was done yesterday. The court had ruled plaintiffs were due salaries they would have received under contract terminated by their employers after they had refused to answer Un-American Activities committee questions.

Walker Succeeds

(*Continued from page* 1)

administrative assistant to House Speaker Sam Rayburn, to be a member of the Commission.

The 71-year-old Walker, who had been FCC vice-chairman, is an attorney with long experience in government investigation and control of private industry. Bartley, 42, is also an attorney. He once was head of the FCC's telegraph division, served with the Securities and Exchange Commission and Office of War Information, and as an official of the Yankee Network. He has been Rayburn's assistant since 1948.

UA Circuit, Loew's

(*Continued from page* 1)

U. A. circuit, the following theatres were held in partnership with Loew's:

Loew's State, Louisville; Loew's Century, Parkway and Valencia, Baltimore; Loew's Broad and Loew's Ohio, Columbus, and Loew's Penn and Ritz, Pittsburgh.

Complete Plans for K.C. Drive-in Meet

KANSAS CITY, Feb. 28.—Plans for the National Drive-in Theatre Owners convention and equipment show sponsored by the Allied Theatre Owners of Kansas and Missouri March 4-6 at the Hotel Continental are well set.

On the program, in addition to speakers previously announced, will be E. A. Gill, of Litchfield, Ill. on insect control; D. M. Bell of Kansas City, on weed and dust control, and R. T. Anderson of Chicago on early outdoor theatre (airdome) operation.

The show will include besides new as well as known devices for insect and weed control, concession operation, playgrounds and towers. Jay Stark is equipment show manager. National figures expected are William Saper, Abram F. Myers, Ben Marcus, Charles Niles, Col. William McCraw of Dallas, the Rev. Bill Alexander and screen stars. Jay Wooten, president of the Allied unit, is here perfecting arrangements for the convention and show.

Cape Cod Theatres Paralyzed by Storm

BOSTON, Feb. 28.—The Cape Cod section of Massachusetts was paralyzed today under 10 to 15 foot snow drifts in the wake of the worst Northeast snowstorm in 50 years. Eighty per cent of the electric power was knocked out as well as telephone communications. State roads as well as secondary roads in this section were impassable. Motion picture theatres from Plymouth to Provincetown were closed today on account of lack of power as well as heat.

Services for Mother Of Max Youngstein

Services were held here yesterday at Gutterman Chapel for Mrs. Molly Youngstein, mother of Max E. Youngstein, United Artists vice-president, who died Wednesday after a long illness, at Lebanon Hospital in the Bronx. She was 66 years old.

Also surviving are her husband, Elias; five other children, Harry, Benjamin, Pearl, Morris and Mrs. Miriam Hugel, and 11 grandchildren. Interment was at the United Hebrew Cemetery on Staten Island.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

B. & K. Seeks Relief From Chicago Decree

Chicago, Feb. 28.—Balaban and Katz Theatres will file an appeal in the Circuit Court of Appeals here tomorrow seeking relief from the Jackson Park decree in the form of unlimited first-runs and "ample booking time" for first outlying "A" runs.

The Jackson Park decree limits Loop first-runs in "affiliated" theatres to two weeks and requires a fast play-off in subsequent runs.

Grand Jury Probes Electronic Firms

WASHINGTON, Feb. 28.—Justice Department officials said a New York City Federal Grand Jury is investigating possible anti-trust law violations by electronics firms. Major radio and television set manufacturers have been subpoenaed, it was stated.

Department spokesmen revealed this in answer to queries, but refused to elaborate. Some reports had it that the investigation had color television aspects, but the D. of J. would not comment on this.

Teach School Editors Film Reviewing

An experimental program designed to acquaint editors and writers of high school publications with the techniques of reviewing motion pictures will be launched today by the New York Board of Education. This was disclosed by Marjorie G. Dawson, associate director of community relations of the Motion Picture Association of America, who is working with Board of Education officials on the project.

Stage Shows for Dietrich

Marlene Dietrich, for the first time in her career, will make a personal appearance with the opening of one of her pictures when Fidelity Productions' "Rancho Notorious" will have its world premiere at the State Lake Theatre in Chicago next Thursday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

WALT DISNEY'S
SNOW WHITE
and the SEVEN DWARFS
Color by Technicolor
CRITERION BROADWAY AND 45TH STREET

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Feeke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Networks,77 Stations Subscribe to TV Code

Washington, Feb. 28. — All four television networks and 77 TV stations have subscribed to the National Association of Radio and Television Broadcasters' new TV code, the association said today. It made the announcement as the code's five-man review board held its first meeting, and went over the code with Federal Communications Commission chairman Paul Walker; Senate commerce committee chairman Ed Johnson; and Senator Ernest McFarland, chairman of the committee's communications subcommittee.

TV for First-runs

(*Continued from page 1*)

hearing that "there isn't one first-run theatre account, but hundreds and hundreds, as against a small number of television stations."

Came Under Questioning

Keough's views on TV stations as against theatres for outlets for Paramount's first-run showings came under questioning by Morton Galane, attorney for Allen B. DuMont Television Laboratories. He took over when FCC counsel Frederick Ford finished questioning Keough on Paramount trade practices. Keough is expected to wind up his tour on the witness stand today, and to be followed Monday by Klaus Landsberg, manager of Paramount's television station KTLA at Los Angeles. Landsberg is expected to be the last Paramount witness at present on the renewal of KTLA's license, although Paramount counsel Paul Porter has said he might put several directors on the stand later in the hearings. When Landsberg finishes, witnesses for United Paramount Theatres will take up.

Warns Against

(*Continued from page 1*)

quate for theatres. Scenes with a large number of people, or chorines, he continued, would be just as bad on theatre television as on home TV, with the audience hardly being able to distinguish those on stage.

Projected theatre televising of the Radio City Music Hall show and Metropolitan Opera performances were recently broached by Theatre Network Television.

Not Unanimous

The sentiments of the Loew's official, it should be pointed out, is by no means unanimous in the industry, with some theatre TV officials holding the belief that such shows might make good theatre TV fare.

The Loew's official cautioned that the standards used to measure the technical performance of such telecasts as fights and basketball games are lower than the standards that would be required for telecasting Broadway shows. The theatre audience, he added, would compare what they saw as a telecast with a motion picture.

He acknowledged, however, that Broadway stage shows which are not too big as a production problem and have a limited cast could feasibly be telecast into theatres.

Review

"One Big Affair"

(*Bogeaus-United Artists*)

AMONG THE wacky happenings in this farce is a cross-country tour of Mexico by bus, bicycle, ox-cart and foot. In the course of events Evelyn Keyes and Dennis O'Keefe meet, fall in love and make plans to marry after surmounting innumerable inconsequential obstacles. It's standard lightweight farce, brought a little above routine by many casual glimpses of the Mexican countryside, where it was filmed.

Miss Keyes, a Pamona school teacher on one of those bus tours timed to the split second, gets tired of looking at ruins 1,000 years old and 900 feet high, misses the bus at one stop and promptly finds herself in the company of O'Keefe, 30 years old and six feet high. The latter, a high-priced divorce lawyer, is bicycling to Acapulco "to keep out of trouble," which is, of course, just beginning. Before they reach the seaside town, he is accused of kidnapping the girl, becomes the object of a nationwide man-hunt and both are adopted by a whimsical Mexican orphan boy.

The furious antics of the stars, assisted by Connie Gilchrist as a schoolmarm, Thurston Hall as the law firm head and Gus Schilling as the ubiquitous tour director, occasionally make the situations genuinely funny; more often, however, they seem contrived. Benedict Bogeaus produced and Peter Godfrey directed Leo Townsend's screenplay, adapted by Francis Swann from a story by George Bricker.

Running time, 80 minutes. General audience classification. Release date, Feb. 22.

No Disney Films for TV

(*Continued from page 1*)

ductions is committed to the motion picture business as opposed to TV, and that there would be no change in policy in the foreseeable future, Disney said the studio has more productions in work and more films planned now than in any similar time in the company's history.

He cited the current reissue of "Snow White and the Seven Dwarfs" as an example of the much larger revenues offered by theatrical distribution, with a new generation flocking to the Criterion in New York to view the three-time revival. He estimated that all TV would offer for such a film would be between $100,000 and $200,000 across the nation.

"Fortunately," Disney continued, "our tongue isn't hanging out. We don't have to grope for little money.

"When you take the objective view," he emphasized, "theatrical distribution is the only answer."

Home television he viewed as an excellent medium of exploitation, citing the Disney Christmas TV show, which had an estimated audience of 30,000,000 persons, as an example. The black-and-white clips used in the show, Disney pointed out, served as a good trailer, with people being urged to view the picture in Technicolor when it returns to their neighborhood theatre.

Disney had a word of caution for exhibitors. Unfortunately, Disney claimed, there are too few exhibitors who try to make their returns to producers adequate enough to keep the production end of the industry healthy. He labelled this attitude as being "penny wise and dollar foolish."

The attitude of many exhibitors, he went on, is to keep grosses high without regard to how many films are used up in the process. Talent, as reflected in films, is a prized possession and should be utilized wisely, he urged.

Disney called short subjects a necessary ingredient of a rounded theatrical film program, warning that there should be "no breaking down" of the public's attachment for good entertainment.

Disney said one of the biggest problems of the day is in the animated field with rising production costs. It takes his company five years to realize a profit on a short subject, he said.

Projectionists Win 2-Operator Issue

CHICAGO, Feb. 28.—RKO's Grand Theatre, closed for several weeks because of a labor dispute, will reopen March 5, but with two operators per shift as demanded by the operators' union. Scheduled to play the house are "David and Bathsheba," for one week, followed by "Phone Call from A Stranger," for two weeks, and "Viva Zapata" for an undetermined run.

Sudekum Memorial

NASHVILLE, Feb. 28.—Opening date for the Tony Sudekum Memorial Planetarium, to be located in the Children's Museum Building here, has been set for Monday, according to an announcement by Mrs. Sudekum, who paid for this memorial to the late founder of Crescent Amusement Co.

Texas Compo to Pick 'Manager of theYear'

DALLAS, Feb. 28.—Details of "Theatre Manager of the Year" awards for Texas will be announced at the Texas Council of Motion Picture Organizations conference to be held here on June 9-11. Seven circuit executives and 11 independents will make the selections.

U. A. Will Get 5th From Kings in '52

The King Brothers' 1952 production program for United Artists release has been expanded to five features, with the addition of "The Ring," an original story of the fight game by Irving Shulman, author of "The Amboy Dukes."

'Brotherhood'

(*Continued from page 1*)

Louis Nizer

Richard Walsh

bert Bayard Swope was the chief speaker.

Annual Brotherhood Awards were presented to Richard Walsh, Celeste Holm, and to Edward L. Fabian for his father, Si Fabian, who was called away to Florida, where his mother is ill.

Louis Nizer was chairman of the dinner committee. George P. Skouras chairman of the amusement division of the NCCJ 1952 fund raising drive, was detained in Florida, and J. Robert Rubin presided in his absence.

Novelist Fannie Hurst made the Awards presentation to Walsh, while Nizer presented Fabian's and Miss Holm's.

The industry leaders on the dais included: Charles Reagan, Al Daff, Charles Einfeld, William Gehring, Major Leslie E. Thompson, John J. O'Connor, Russell M. Downing, William Brenner, Max A. Cohen, Harry Hirschfield, Robert Mochrie, Jerome M. Pickman and Henry A. Linet.

Civic figures on the dais were Swope, Leonard Lyons, Dr. Everett R. Clinchy, NCCJ president, Mrs. Robert P. Patterson, Fannie Hurst, as well as Walsh and Miss Holm.

600 at Coast NCCJ Dinner Honor Charles P. Skouras

HOLLYWOOD, Feb. 28.—Charles P. Skouras was honored tonight for his work in promoting Brotherhood among all men by 600 religious, civic, business, industry leaders who attended a banquet at the Ambassador Hotel, sponsored by the National Connnference of Christians and Jews. Paul Hoffman, head of the Ford Foundation, delivered the principal address.

House Unit Passes Copyright Bill

WASHINGTON, Feb. 28.—A House Judiciary sub-committee has approved a bill which government and private copyright experts have said is necessary to prevent foreign governments from retaliating against U. S. films, music and other art forms.

The measure would remove from the U. S. copyright law a requirement that foreign books in the English language must be reprinted and rebound in the U. S. to get full U. S. copyright protection. The government and industry leaders warned the sub-committee that unless this measure is enacted, foreign countries will cut down the copyright protection they give U. S. works of art, including films. The measure now goes to the full judiciary committee for action.

TO THE
REDBOOK MAGAZINE

THE REDBOOK SILVER CUP

AGAIN M-G-M!

One award after another, starting with Modern Screen Magazine, Photoplay Medals, Christopher Awards, Look Magazine—and now one of the most coveted tributes of the year, the Redbook Silver Cup, announced in March Redbook:

> "For their production of fine films throughout 1951, Dore Schary and the M-G-M Studio win Redbook's Silver Cup."

Memorable box-office hits of the year from the M-G-M Studio selected by Redbook editors (*top to bottom at the right*): the gay, dancing "An American In Paris"; magnificent and spectacular "Quo Vadis"; "Father's Little Dividend", a rollicking comedy; a revival of the great favorite "Show Boat", and the popular musical biography "The Great Caruso".

"AN AMERICAN IN PARIS"

Producer: Arthur Freed
Director: Vincente Minnelli
Screen Play by: Alan Jay Lerner

"QUO VADIS"

Producer: Sam Zimbalist
Director: Mervyn LeRoy
Screen Play by: John Lee Mahin and
S. N. Behrman, Sonya Levien

"FATHER'S LITTLE DIVIDEND"

Producer: Pandro S. Berman
Director: Vincente Minnelli
Screen Play by: Albert Hackett and
Frances Goodrich

"SHOW BOAT"

Producer: Arthur Freed
Director: George Sidney
Screen Play by: John Lee Mahin

"THE GREAT CARUSO"

Producer: Joe Pasternak
Director: Richard Thorpe
Screen Play by: Sonya Levien and
William Ludwig

AND IN 1952 TOO!

Just a few of the many M-G-M Big Ones that will be leading contenders for M-G-M honors.

"SINGIN' IN THE RAIN"
(Technicolor)

"THE WILD NORTH"
(new Ansco color)

"THE BELLE OF NEW YORK"
(Technicolor)

"SKIRTS AHOY!"
(Technicolor)

"SCARAMOUCHE"
(Technicolor)

"LOVELY TO LOOK AT"
(Technicolor)

"IVANHOE"
(Technicolor)

"CARBINE WILLIAMS"

"THE MERRY WIDOW"
(Technicolor)

"BECAUSE YOU'RE MINE"
(Technicolor)

Acclaims Hollywood Armed Forces Aid

HOLLYWOOD, Feb. 28.—At a special meeting held in the Carthay Circle Theatre here, attended by 1,000 USO workers and 100 Hollywood personalities, Brig. Gen. Charles W. Christenberry, chief of Army Special Services from Washington, representing the Department of Defense, acclaimed the "GI" entertainment program at bases and hospitals in this country and overseas by the Hollywood Coordinating Committee in cooperation with USO and USO camp shows.

Gen. Christenberry in his speech said in part:

"In the name of the Department of Defense I wish to express keen appreciation for the whole-hearted co-operation of the motion picture industry.

"Their aid in furnishing talented artists on a volunteer basis enables us to carry forward this most important morale-building program during the present emergency.

"Experience has shown that nothing takes the place of personal appearances of the stars when it comes to answering the requests of the GIs for faces and songs from home."

Goldwyn-UA Talks

(*Continued from page* 1)

vestment in production. Krim advanced deals for a dozen or more new films for U. A. release while here and made progress in negotiations for others. Some of the Heller-U. A. financing undoubtedly is involved in pictures in both of those categories. The financing activity gives U. A. an equity in some of its releases, a departure from the company's traditional policy which in the past limited its income possibilities to distribution fees exclusively.

To Arrive Today

Krim is scheduled to arrive in New York tomorrow and to hold a press interview there early next week.

With James Mulvey, president of Samuel Goldwyn Productions, and Ned E. Depinet, RKO Radio president, remaining here, it is certain that discussions will be continued for a renewal of Goldwyn's distribution contract with RKO Radio. The existing contract may be cancelled by either side as of July 1, or renewed. A renewal would, of course, send "Hans Christian Andersen" to RKO Radio. Goldwyn's present deal reportedly calls for a 20 per cent distribution fee for RKO, about 10 to 12 per cent lower than the average charge. Whether it is willing to renew with Goldwyn on the same basis is unknown, as are the terms on which U. A. might handle "Andersen."

Apart from terms, in U. A.'s favor is the fact that William J. Heineman, vice-president in charge of domestic distribution, was formerly Goldwyn's sales manager. In addition, Goldwyn reportedly was favorably impressed by the selling job on "Red Shoes" which was done by Heineman when he was sales head of Eagle Lion. Similar handling might be in order for "Andersen."

Set Mexican 'Viva' Film

MEXICO CITY, Feb. 28.—Apparently inspired by 20th Century Fox's "Viva Zapata," the Mexican government is sponsoring, at a cost of $200,000, the production here of "Viva Madero," biography of Francisco I. Madero, originator of the Mexican Revolution, of which Zapata was a participant.

Restrictions

(*Continued from page* 1)

plans to clamp down on remittances is Belgium. It was reported here that Fayette W. Allport, MPAA European manager, has left London for Brussels to investigate the intentions of the Belgian government.

Dollar Shortage

Meanwhile, a shortage of dollars in France has caused that country to refrain from remitting to U. S. companies amounts which were due last month under the existing Franco-American deal. In addition, rumors are rife that the French want a more restrictive arrangement under a new agreement which would result from negotiations scheduled to begin in Paris in April.

Recent news dispatches from England pointed to the likelihood that the Churchill government may seek to cut down on film remittances when the UK pact comes up for renegotiation this summer.

When Eric A. Johnston, MPAA president, returned to the industry in December following his nine-month tenure with the government, he said the Association planned to intensify efforts toward securing increased revenue from overseas markets and to combat threatened foreign currency restrictions and film quotas. Meanwhile, apart from the rumblings in Europe, Brazil took steps to clamp down on U. S. film imports.

State of Flux

The Belgian situation yesterday was described as being in a constant state of flux. One export official explained that that country, which heretofore offered an unrestricted market for American films, has been considering the application of either one or all of these: an import quota, remittance restrictions and a dubbing tax.

The MPAA said yesterday that the Spanish-American film agreement will become effective on Saturday as scheduled, although allocation of permits to United Artists, Republic and Monogram are likely to be withheld by the Franco government pending the settlement of a question which has arisen concerning that phase of the pact. However, MPAA member companies in general and the Society of Independent Motion Picture Producers are entitled to proceed as of Saturday to take advantage of the licensing provisions which apply to them.

Republic Officers

(*Continued from page* 1)

of the latter sum "is deferred pursuant to the terms of the employment agreement dated Oct. 19, 1950," the report stated.

James R. Grainger, executive vice-president and a director, was paid $88,995 during the year, and Richard W. Altschuler, a director and president of Republic Pictures International, received $25,865.

No other officer received remuneration of $25,000 or more during the year, according to the report.

Yates' five-year employment pact gives him $75,000 per year compensation, plus an amount equal to 10 per cent of the annual consolidated net profits of the company, but not to exceed $100,000.

The need for copper scrap is urgent. SAVE THOSE COPPER DRIPPINGS.

IT HAPPENED HERE

The law? That's for punks—
the 'Syndicate' can buy or sell it!

"I can nail the thugs—
but I'm after the
biggest boss
of them all!"
You'll see him soon in one of the most
startling pictures in years!

TOP-GROSSING Film Productions of 1951

The First 4 and

From VARIETY ANNUAL, Jan. 3, 1952

1. "David and Bathsheba"	TECHNICOLOR	20th-Fox
2. "Show Boat"	TECHNICOLOR	MGM
3. "An American in Paris"	TECHNICOLOR	MGM
4. "The Great Caruso"	TECHNICOLOR	MGM

From SHOWMEN'S TRADE REVIEW, Dec. 22, 1951

1. "King Solomon's Mines"	TECHNICOLOR	MGM
2. "Show Boat"	TECHNICOLOR	MGM
3. "Samson and Delilah"	TECHNICOLOR	Paramount
4. "I'd Climb the Highest Mountain"	TECHNICOLOR	20th-Fox

5 out of First 7

From MOTION PICTURE DAILY and MOTION PICTURE HERALD, Jan. 4, 1952

"An American in Paris"	TECHNICOLOR	MGM
"David and Bathsheba"	TECHNICOLOR	20th-Fox
"The Great Caruso"	TECHNICOLOR	MGM
"King Solomon's Mines"	TECHNICOLOR	MGM
"Show Boat"	TECHNICOLOR	MGM

with... *Color by* **TECHNICOLOR**

Reg. U. S. Pat. Off.

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IS THE TRADE MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS OF TWO PRODUCTIONS

		THE PACE THAT THRILLS	WHISPERING SMITH VS. SCOTLAND YARD
ALBANY	Fox Screen Room 1052 Broadway	Mon. 3/10 2:00 P.M.	Mon. 3/10 3:30 P.M.
ATLANTA	RKO Screen Room 195 Luckie St., N. W.	Mon. 3/10 10:30 A.M.	Mon. 3/10 2:30 P.M.
BOSTON	RKO Screen Room 122-28 Arlington St.	Mon. 3/10 2:30 P.M.	Mon. 3/10 10:30 A.M.
BUFFALO	Mo. Pic. Oper. Screen Room 498 Pearl St.	Mon. 3/10 2:00 P.M.	Mon. 3/10 3:15 P.M.
CHARLOTTE	Fox Screen Room 308 S. Church St.	Mon. 3/10 2:00 P.M.	Mon. 3/10 3:30 P.M.
CHICAGO	RKO Screen Room 1300 S. Wabash Ave.	Mon. 3/10 2:00 P.M.	Mon. 3/10 11:00 A.M.
CINCINNATI	RKO Screen Room 12 E. 6th St.	Mon. 3/10 8:00 P.M.	Mon. 3/10 9:30 P.M.
CLEVELAND	Fox Screen Room 2219 Payne Ave.	Mon. 3/10 2:30 P.M.	Mon. 3/10 10:30 A.M.
DALLAS	Republic Screen Room 412 South Harwood St.	Mon. 3/10 11:00 A.M.	Mon. 3/10 9:30 A.M.
DENVER	Paramount Screen Room 2100 Stout St.	Mon. 3/10 2:00 P.M.	Mon. 3/10 3:30 P.M.
DES MOINES	Fox Screen Room 1300 High St.	Mon. 3/10 1:00 P.M.	Mon. 3/10 10:30 A.M.
DETROIT	Blumenthals Screen Room 2310 Cass Ave.	Mon. 3/10 10:30 A.M.	Mon. 3/10 2:30 P.M.
INDIANAPOLIS	Universal Screen Room 517 N. Illinois St.	Mon. 3/10 1:00 P.M.	Mon. 3/10 2:30 P.M.
KANSAS CITY	Paramount Screen Room 1800 Wyandotte St.	Mon. 3/10 2:30 P.M.	Tues. 3/11 2:30 P.M.
LOS ANGELES	RKO Screen Room 1930 S. Vermont Ave.	Mon. 3/10 2:00 P.M.	Mon. 3/10 10:30 A.M.
MEMPHIS	Fox Screen Room 151 Vance Ave.	Mon. 3/10 2:30 P.M.	Mon. 3/10 12:15 Noon
MILWAUKEE	Warner Screen Room 212 W. Wisconsin Ave.	Mon. 3/10 2:00 P.M.	Mon. 3/10 10:30 A.M.
MINNEAPOLIS	Fox Screen Room 1015 Currie Ave.	Mon. 3/10 10:30 A.M.	Mon. 3/10 1:30 P.M.
NEW HAVEN	Fox Screen Room 40 Whiting Street	Mon. 3/10 2:00 P.M.	Mon. 3/10 3:30 P.M.
NEW ORLEANS	Fox Screen Room 200 S. Liberty St.	Mon. 3/10 10:30 A.M.	Mon. 3/10 2:30 P.M.
NEW YORK	RKO Screen Room 630 Ninth Ave.	Mon. 3/10 11:00 A.M.	Mon. 3/10 2:30 P.M.
OKLAHOMA	Fox Screen Room 10 North Lee St.	Mon. 3/10 10:30 A.M.	Mon. 3/10 2:30 P.M.
OMAHA	Fox Screen Room 1502 Davenport St.	Mon. 3/10 1:00 P.M.	Mon. 3/10 10:30 A.M.
PHILADELPHIA	RKO Screen Room 250 N. 13th St.	Mon. 3/10 10:30 A.M.	Mon. 3/10 2:30 P.M.
PITTSBURGH	RKO Screen Room 1809-13 Blvd. of Allies	Mon. 3/10 1:30 P.M.	Mon. 3/10 2:30 P.M.
PORTLAND	Star Screen Room 925 N.W. 19th Ave.	Mon. 3/10 10:30 A.M.	Mon. 3/10 2:30 P.M.
ST. LOUIS	RKO Screen Room 3143 Olive St.	Tues. 3/11 11:30 A.M.	Tues. 3/11 1:30 P.M.
SALT LAKE CITY	Fox Screen Room 216 E. 1st St. South	Mon. 3/10 1:30 P.M.	Mon. 3/10 3:00 P.M.
SAN FRANCISCO	RKO Screen Room 251 Hyde St.	Mon. 3/10 10:30 A.M.	Mon. 3/10 2:00 P.M.
SEATTLE	Jewel Box Screen Room 2318 2nd Ave.	Mon. 3/10 1:00 P.M.	Mon. 3/10 2:00 P.M.
SIOUX FALLS	Hollywood Theatre 212 N. Philips Ave.	Mon. 3/10 9:00 A.M.	Mon. 3/10 10:30 A.M.
WASHINGTON	Film Center Screen Room 932 New Jersey Ave.	Mon. 3/10 10:30 A.M.	Mon. 3/10 11:30 A.M.

Outdoor Color Short Free to Exhibitors

Universal-International held a special screening here yesterday of "Far Horizons," a five-minute short subject in color by Technicolor which is being offered without charge to exhibitors.

Although the film is designed to promote "Bend of the River" with James Stewart, it stands firmly on its own as engrossing, self-contained entertainment. The picture outlines in brisk, dramatic fashion the problems and adventures involved in shooting a large-scale outdoor action drama on location.

According to David A. Lipton, U-T advertising-publicity vice-president it can be used several weeks in advance of "Bend of the River," as a glorified trailer. It was produced on location in Oregon by Robert Faber.

Samuel Spring Book On Law Published

"Risks and Rights," a book on law and the entertainment industry, by Samuel Spring, veteran motion picture attorney, has been published here by W. W. Norton and Co.

Specifically, the volume pertains to publishing, television, radio, motion pictures, advertising and the theatre, with regard to privacy, slander, libel, copyright and unfair competition. It also has appendices on case citations, U. S. copyright statutes, and an array of copyright office forms.

Spring was vice-president and general counsel of the old First National Pictures, advisory counsel of RKO, a director of Universal, and counsel for British Lion Films and British National Films.

Rabb, Associates Buy

AKRON, O., Feb. 28.—Edward Rabb and associates, owners of the Copley and Vogue indoor theatres and the Ascot and Starlite outdoor theatres, have acquired Tony Stern's interest in the Montrose Drive-in, Montrose, O. Lou Ratener, another partner, will continue its operation.

Cuts Teen-Agers Scale

HARTFORD, Feb. 28. — Nathan E. Goldstein, veteran theatre executive in this territory, has disclosed a price reduction for teen-agers, from 12 to 17 years inclusive, Monday through Friday, at his Arcade Theatre, at Springfield, Mass.

New UA Video Film

United Artists Television is releasing to local television stations across the country a new 15-minute weekly film program entitled "Washington Close-Up," it was reported here by John H. Mitchell, director of UA TV.

Stars at Drive Show

BOSTON, Feb. 28.—Vera Ellen and Phil Reagan will appear at the Boston Symphony Hall tomorrow at the opening of the greater Boston Red Cross Fund "kickoff" drive.

Specialty Reissues Sold

The American Trading Co. has been designated exclusive foreign distributor for 10 Pine-Thomas reissues owned by Specialty Pictures Corp., according to an announcement by Specialty president Jules B. Weill.

Heavy Promotions By U-I for Three

Universal-International's home office publicity and exploitation representatives will join field promotional men to help promote three pictures in key cities from Coast to Coast during March. A total of 17 will participate in the promotions.

The three films are: "Steel Town" and "Flesh and Fury," which will have world premieres in March, and "Bend of the River," currently in national release following its Portland, Ore., world premiere last month.

Joining the field representatives from the home office will be Robert Ungerfeld, Maurice (Bucky) Harris, Sheldon Gunsberg, Jerome Evans, Paul Kamey and Burt Hirschfeld.

A. Mike Vogel, U-I's West Coast field representative, will be joined by Allan Warshauer from the studio and Ben Kats, U-I's Midwest field representative will be joined by Ed Borgan.

Special assignments will send Duke Hickey to Cleveland, Guy Biondi and Ben Hill to Birmingham and Atlanta, Julian Bowes to Dallas, David Polland to Washington, and John McGrail to Boston.

Legion Report Puts 1 in Class B, 9 in A

The latest Legion of Decency report places one film, "The Las Vegas Story," RKO, in Class B and nine films in Class A. The latter are:

"The Hawk of Wild River," Columbia; "Mutiny," United Artists; "Night Stage to Galveston," Columbia; "Retreat, Hell," Warner Brothers; "The Big Trees," Warner; "Lady Possessed," Republic; "Man Bait," Lippert; "Steel Town," U-I; "Talk About A Stranger," M-G-M.

Buys Dallas House

DALLAS, Feb. 28. — The Encore Theatre here, a suburban house, has been purchased by Western Theatres, Inc., newly organized firm of which Hammond Coffman is president and J. L. Goggans is secretary and general counsel. The house will be renamed the Western.

Another CBS-TV House

The CBS television division has leased the off-Broadway Biltmore Theatre here, a former legitimate house, for a 10-year period. It will be known as CBS-TV Studio 62 and will be ready for tele-cast purposes in about 10 weeks.

Eshelman to Odeon

BUFFALO, Feb. 28.—James H. Eshelman, former city manager for United Paramount Theatres in Rochester and later in Buffalo, has taken over an executive position with Odeon Theatres of Canada and is at present located in Hamilton, Ontario.

Mexican Circuit Builds

MEXICO CITY, Feb. 28. — Exhibidores Independientes, an important circuit here, is expanding theatre construction in the provinces. It has completed a 4,000-seat house in Vera Cruz and is arranging to build another there, seating 3,000. Plans have been made for building two large theatres in Puebla City. Exhibidores is also completing a theatre in Toluca.

MOTION PICTURE
HERALD

Aladdin and His Lamp

Monogram—Arabian Nights in Color

Producer Walter Wanger's special talent for filming a fantasy in such a way as to reap a fantastic exhibition profit—as per the records run up by his "Arabian Nights" and pictures in kind—is given full exercise in this telling in Cinecolor of the tale of Aladdin and his magic lamp. The trick in a narrative undertaking of this kind is to depict the incredible in a fashion that makes it credible, and although few producers have it (or few writers, for that matter) or keep it long, it has always been a staple in the Wanger bag.

It's always been a characteristic of this type of picture that the public likes it so much better than the trade does that the business done always astounds the experts.

The Aladdin story itself is so well known in general outline that it needn't be gone into here beyond mentioning that this version, with script by Howard Dimsdale and Millard Kaufman, is somewhat freer and a good deal faster than most of its predecessors. The plot gives it more mileage, geographically, and it clocks more action and less dialogue to the running minute than is standard in this field of fiction. Production-wise, it keeps a large and colorfully costumed cast constantly moving, against ornate interiors or expansive exteriors and mixes a few exciting killings and romantic interludes with its feats of magic and legerdemain.

Patricia Medina as the princess is an appropriate eyeful, backed by a retinue of the same, and John Sands as Aladdin has the physique required to run out a script that might have winded the first Fairbanks.

Lew Landers provided spirited direction.

Reviewer's Rating:
Very Good.—William R. Weaver.

"Sure-fire!" ...HOLLYWOOD REPORTER

"Smooth!" ...FILM DAILY

"Excellent" ...DAILY VARIETY

"First Class!" ...VARIETY

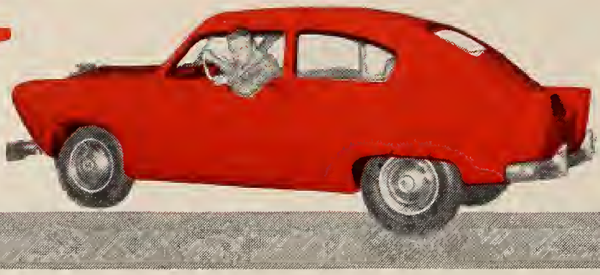
"Lush" ...BOXOFFICE

5 *NEW* 1952 AUTOMOBILES as

EXHIBITOR PRIZES

for best "STEEL TOWN" Tie-up Campaigns!

BRAND NEW 1952
Henry J "CORSAIRS"
from KAISER-FRAZER



PLUS **$2,000.00**
IN ADDITIONAL CASH PRIZES
from KAISER STEEL COMPANY

- 3,500 KAISER-FRAZER DEALERS WORKING FOR YOUR BOXOFFICE!
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- SPECIAL NEWSPAPER ADS IN MANY CITIES!
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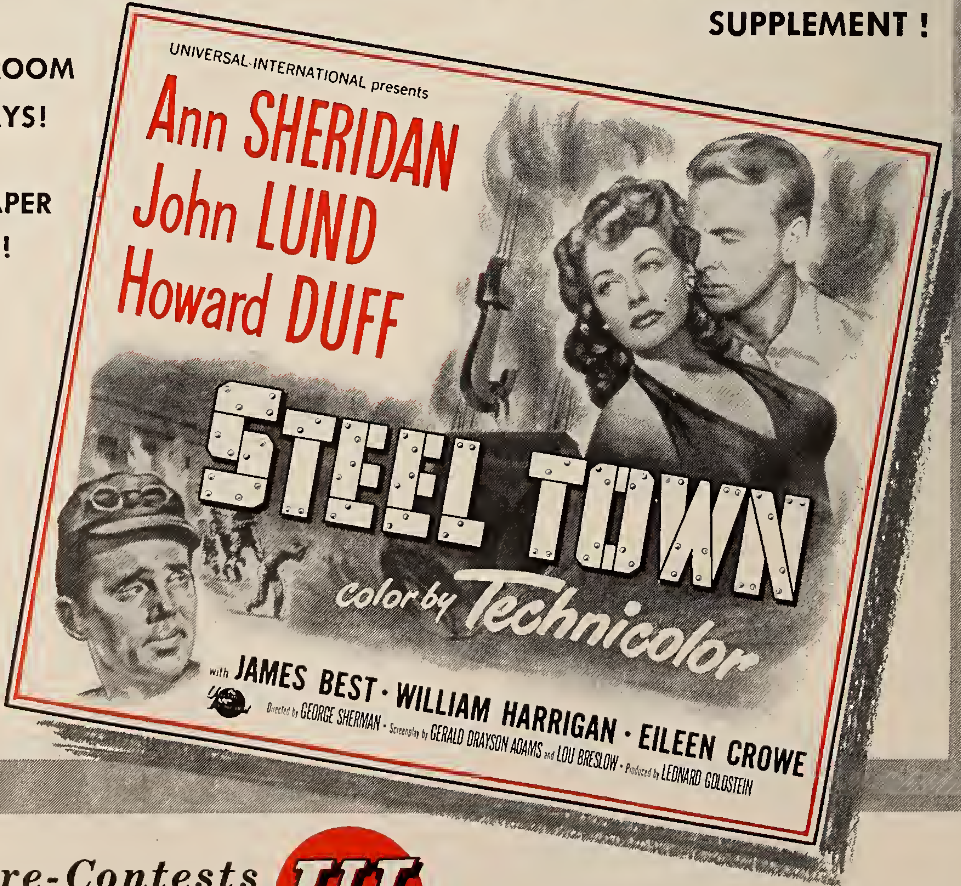

UNIVERSAL-INTERNATIONAL presents

Ann SHERIDAN
John LUND
Howard DUFF

STEEL TOWN
color by Technicolor

with JAMES BEST · WILLIAM HARRIGAN · EILEEN CROWE

Directed by GEORGE SHERMAN · Screenplay by GERALD DRAYSON ADAMS and LOU BRESLOW · Produced by LEONARD GOLDSTEIN

Another 1st in Theatre-Contests ...It's that **UI** *brand of Showmanship!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 42 NEW YORK, U. S. A., MONDAY, MARCH 3, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

NED E. DEPINET and Arthur L. Mayer in terminating their more than two years of unrewarded physical, mental and emotional punishment as the chief executives of the Council of Motion Picture Organizations qualify automatically for that select group of faithful industry servants who have sacrificed themselves in the all too thankless effort of bringing a semblance of unity to the industry.

For such as they, there should be a special niche, an industry Hall of Fame, perhaps, where filmdom's progenitors may one day pay them the homage they deserve, but which they are most unlikely to receive contemporaneously. The late Sidney R. Kent, were he alive, could bear witness to that. As can William F. Rodgers and a very few others.

The industry's disciples of unity have been men who could have reaped rich rewards by tending strictly to their own and their companies' business. In espousing the broader work, that of the good of the whole industry, they sacrificed not only personal gain but much of themselves. They do it against opposition and often without the real help even of those who believe, like them, in what they are doing.

Mayer said it all when he told the last COMPO meeting: "Everybody paid and still pays lip service to unity. Very few pay more."

Well done, Ned and Arthur. May the industry produce more like you.

• •

ELLIS ARNALL's exit from the industry (to become Price Stabilizer) impressed some as being a little like his earlier exit from the governor's mansion in Atlanta—raucous, controversial and, to use a dignified expression, lacking in dignity.

His accusation, to his fellow Federalite, J. Howard McGrath, whose official conduct is being subjected to questioning, of widespread illegalities in the industry, and his likening of a petitioned divestiture time-extension for United Paramount Theatres to a reprieve for a burglar, are unworthy of notice except for speculation on what may have brought him to such bitterness of mind and intemperance of language.

As for the merits of UPT's petition, it is before the courts and will be decided there. Has this Federal officer no confidence in Federal justice?

Para. Backing Arbitration, Keough Says

WASHINGTON, March 2. — Paramount Pictures is currently "encouraging" the establishment of an industry arbitration system and would participate in a "proper" arbitration system, general counsel Austin C. Keough declared.

Paramount and other distributors have told exhibitors that "we want to work with them," Keough said. He added that any arbitration system must contain some means of enforcing arbitration awards.

Keough made the statements Friday as he wound up seven days of testimony before the Federal Communications Commission's Paramount hearings. The end of Keough's tour on the witness stand also marked the end of the sixth week of the hearing. It will pick up again Tuesday, probably with the long-delayed appearance of Klaus Landsberg, manager of Par-

(*Continued on page* 4)

TEDA in COMPO; Colvin on Board

Membership in the Council of Motion Picture Organizations has been accepted by the Theatre Equipment Dealers Association, Arthur L. Mayer, COMPO executive vice-president, reported here at the weekend.

TEDA has remitted its $500 entrance fee, and has designated Ray G. Colvin, executive director, as its representative on the COMPO board. Nash Weil of Wil-Kin Theatre Supply, Inc., of Atlanta, was named alternate representative.

Invitations for TEDA and the

(*Continued on page* 6)

FCC Delay Helps Compiling of Brief

The postponement of the industry television hearings before the Federal Communications Commission to May 5 was seen as a mixed blessing by those in close touch with mapping the industry's brief.

According to a Motion Picture Association of America source the delay is being utilized fully to put the finishing touches on the industry's arguments. Informal meetings are current-

(*Continued on page* 4)

Treasury Fight Is Seen Vs. Yankwich Decision on Taxes

WASHINGTON, March 2.—The U. S. Treasury, it is understood, is certain to appeal the decision handed down last Thursday in Los Angeles by Federal Judge Leon R. Yankwich who ruled that F. Hugh Herbert and Mrs. Herbert, who had formed a "one-picture company," Abbott-Herbert Productions in 1945, are entitled to recover $198,515 in taxes paid on a personal income basis after the Treasury Department had denied the right to that sum on a capital gains basis.

The Treasury, it is said, will argue that the decision would serve as a precedent for scores of other cases involving many millions of dollars.

Congress, in the 1950 tax bill, outlawed the use of collapsible corpora-

(*Continued on page* 6)

Para. to Study Its TV Film Rights

WASHINGTON, March 2. — Paramount Pictures plans to search its film library to determine the films for which it has full television rights, general counsel Austin C. Keough said here.

Keough explained the company had to know for which films the television rights were restricted by agreements with musicians, authors, actors, or other talent workers, and for which films the company had television rights free of any restrictions. He said Paramount had not yet received any television offers "good enough to accept," but that "we have to find out exactly what our rights are" anyhow.

No date has yet been set to start the search, Keough declared. He said the study would take about a year

(*Continued on page* 4)

Mass. Minimum Wage Measure Progresses

BOSTON, March 2.—Legislation calling for a 75-cent-an-hour minimum wage for the motion picture and other industries in Massachusetts was approved by the state's Joint Legislative Committee on Labor and Industries. The present minimum is 65 cents per hour, but wage boards may set lower rates in certain occupations. The pending bill approved by the committee is based on recommendations made by Governor Paul Dever in his annual message to the joint assembly of

(*Continued on page* 4)

British Tax On U.S. Films Is Suggested

Voice Idea in Commons For Financing N.F.F.C.

By PETER BURNUP

LONDON, March 2.—A proposal for imposition of a footage tax by Britain on American films as an alternative method of raising new funds for the National Film Finance Corp., which subsidizes British film production, was made in the House of Commons on Friday in the course of a three-hour debate on the subject of new NFFC financing.

Peter Thorneycroft, president of the Board of Trade, had presented to Commons the government's new bill authorizing another £2,000,000 ($5,600,000) of financing for NFFC which, however, will have to be obtained from non-government sources.

Opening the debate, Thorneycroft

(*Continued on page* 5)

Favors Correction Of House Report

WASHINGTON, March 2.—Another member of the House Un-American Activities committee has expressed strong disapproval of the committee's recent report criticizing the film industry for not having done a good job of cleaning house of Communist workers.

Rep. Morgan Moulder (D., Mo.) said he would favor a "supplemental corrective report." He declared that he was "afraid the staff has been a little overzealous in its effort to make something appear sensational" in the report.

National Monogram Drive-in Week Set

Monogram-Allied Artists vice-president and general sales manager M. R. Goldstein announced that the company will conduct a National Monogram Drive-in Week May 29-June 4, the first event of its kind in trade history. The objective will be to place a Monogram subject in each of 3,500 drive-ins during the week, and special campaign material and accessories will be provided.

VA Contract Talks to Start

Film contract negotiations between the Veterans Administration and distributors for the next fiscal year, beginning in July, will open here tomorrow, William J. Jones, Jr., VA previewing and film booking director, disclosed at the weekend.

The films, both 35mm. and 16mm., will be shown in Veterans hospitals in the United States and in Puerto Rico. In the last fiscal year, the VA booked over 300 35mm. and 16mm. features, in addition to short subjects.

Arriving for Tuesday's meeting will be Edward J. Kelly, chief of the VA's motion picture division, and Mrs. Adenia Stearn, chief of the service contract section, both of Washington. The negotiations will be conducted in the VA's New York regional office.

Coast Production Drops Only 1 Point

Hollywood, March 2.—Production dropped only one point this week, for a total of 26 pictures in work. Five new pictures were started and six were completed.

Started were: "The 5,000 Fingers of Dr. T," Columbia; "Abbott & Costello Meet Captain Kidd" (Woodley Productions—Warner release); "Everything I Have Is Yours" and "Story of Three Loves" (The "Jealous Lovers" sequence), Metro-Goldwyn-Mayer; "Arctic Flight" (Lindsley Parsons Production), Monogram.

Completed were: "Prince of Pirates" (Esskay Productions), Columbia; "Pat And Mike," Metro-Goldwyn-Mayer; "Military Policemen," Paramount; "Condor's Nest" and "The Full House" (Part 4 of "The Last Leaf"), 20th Century-Fox; "Just Across the Street," Universal-International.

Gualino to Decide on IFE Promotion Plans

Consideration of a number of proposals designed to implement the marketing of Italian films in the American market will be given by Dr. Renato Gualino, managing director of Italian Films Export and president of the International Federation of Motion Picture Producers Association, during his visit in New York this month. He was scheduled to arrive here yesterday by plane from Rome.

Further in connection with the proposals, he will meet with representatives of the Motion Picture Association of America. IFE was established a month ago in cooperation with MPAA to facilitate the marketing of Italian films in the U. S.

Reception for Kennedy

Arthur Kennedy, currently appearing in Universal's "Bend of the River," will meet the press at a reception to be given by the company today at the Sherry Netherland Hotel.

Personal Mention

PHIL WILLIAMS, March of Time theatrical sales manager, returned here over the weekend from Philadelphia and Chicago.

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William Elson, veteran exhibitor in the Minneapolis territory, will leave there shortly to reside in Los Angeles.

•

John G. Kemptgen, Milwaukee M-G-M manager, has returned to his headquarters there from the home office.

•

Michael Curtiz, Warner Brothers director, is celebrating the 24th anniversary of the first Hollywood films he directed.

•

Harold Wirthwein, Monogram-Allied Artists Western sales manager, left Hollywood over the weekend for San Francisco.

•

Mervyn Davenport, manager of the St. Francis Theatre in San Francisco, and his wife, announce the birth of a daughter.

•

Wilbur Snaper, president of national Allied, will leave here today for Kansas City to attend the Kansas-Missouri Allied convention.

•

Edward Lachman, president of Carbons, Inc., will be in Kansas City today. He has been touring the Midwest.

•

Michel Safra, French film producer, will arrive here today on the *S. S. Ile de France.*

•

Joseph Blumenfeld, president of the circuit bearing his name, is in Palm Springs from San Francisco.

JOHN W. DAVIS, managing director of the J. Arthur Rank Organization, is scheduled to arrive here Thursday from the Coast, en route back to London from a round-the-world business trip. He is scheduled to leave here the following day by plane for London.

•

Arthur B. Krim, president of United Artists, returned to New York on Friday from Hollywood and Chicago.

•

Frank Strange, owner of the Charlotte Theatre Supply Co., and Mrs. Strange, were Atlanta visitors recently.

•

Betty Whitmire, formerly with ACB booking service, Atlanta, is now with Wilkin Theatre Supply Co. there.

•

Leonard Burch, Atlanta branch manager for United World Films, has returned there from Nashville.

•

Arthur C. Bromberg, president of Monogram Southern exchanges, has returned to Atlanta from Nashville.

•

Ted Toddy, president of Toddy Pictures, visited Atlanta on his current trip to New Orleans.

•

Samuel S. Zagon, film attorney of Beverly Hills, is in Paris negotiating for French film rights.

•

Ed Stevens, president of Stevens Pictures, Atlanta, has returned to his office after a visit to Miami, Fla.

•

A. E. Chadwick, president of Motion Picture Advertising Co., New Orleans, was in Atlanta on business.

Gloria Swanson Film To Warner Brothers

Warner Brothers will distribute "Three for Bedroom C," starring Gloria Swanson, arrangements having been completed with Edward L. Alperson and Milton Bren. The comedy was filmed in Natural Color and will be released in June. The supporting cast includes James Warren, Janine Perreau, Fred Clark, Hans Conreid, Margaret Dumont, Steve Brodie and Ernest Anderson. Milton Bren directed and wrote the screenplay, from a novel by Goddard Lieberson.

Grant Nassers 3 Months

Hollywood, March 2.—Referee in the bankruptcy of B. M. Brink has granted James and George Nasser three months' continuance, in the creditors' action to force the sale of General Service Studios, on showing that two or more favorable offers for the studio appear nearing the final stage. Next hearing is set for June 5.

$1,071 for 'Fingers'

Washington, March 2.—Twentieth Century-Fox's "Five Fingers" opened to a strong $1,071 at the Playhouse Theatre, topping other high grossers of the house, including "Panic in the Streets."

Levin Will Check Lippert Product

Jack H. Levin Associates, survey and checking company, will nationally check all of Lippert Pictures percentage product, it was disclosed here at the weekend, following a series of conferences between Levin and Arthur Greenblatt, Lippert's general sales manager.

Preparation for the expanded operations of Lippert are now occasioning conferences on the local level between the company's division and exchange managers and Levin district managers throughout the country.

Roger Manvell to Tour

Roger Manvell, British film authority and head of the British Film Academy (the equivalent of the Academy of Motion Pictures Arts and Sciences) will arrive here from London on March 29 for a six-week lecture tour. Among the lectures and addresses already scheduled are appearances at the Eastern Screen Directors Guild, the Museum of Modern Art, Cinema 16, Hunter College, New York University, City College and Columbia University, as well as several television and radio appearances.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

Newsreel Parade

THE riots in Libya and Dean Acheson's return are current newsreel highlights. Other items include Mrs. Roosevelt in Israel and sports. Complete contents follow:

MOVIETONE NEWS, No. 19—Anti-West riots quelled in Libya. Dean Acheson back from Lisbon. Willie Sutton. Mrs. Roosevelt tours Israel. *Look Magazine* film awards. Riviera carnival time. Mardi Gras at New Orleans. Skiing, surfacing.

NEWS OF THE DAY, No. 253—Riots mar Libya election. Curtain for Willie Sutton. New Orleans Mardi Gras. *Look* awards. Mrs. Roosevelt visits Israel. Ballet. Sports flashes: Winter Olympics.

PARAMOUNT NEWS, No. 56—New TB drugs. *Look Magazine* award to Robert J. O'Donnell. Libya: turmoil marks first election. Sports flashes: the six winter games in Oslo end.

TELENEWS DIGEST, No. 9-B—Germany: carnival ribs East and West. Japan nears sovereignty. T-men in action. Berlin: smuggling increases. Sports flashes: basketball upset.

UNIVERSAL NEWS, No. 539—Violent action in Libya. *Look* award to Robert J. O'Donnell. Return Korean soldiers to France. Carnival time in Italy and New Orleans. Sports: winter olympics.

WARNER PATHE NEWS, No. 58—New wonder-drug may conquer TB. UN holds first meeting in new chambers. French woman accused of poisoning 11. Dean Acheson home from Lisbon. Libya first election. *Look* awards.

UP Movietone TV Has Tito Interview

United Press Movietone Television distributed to its clients throughout the country over the weekend an exclusive film interview with Marshal Tito of Yugoslavia.

Speaking in English, Tito sends a personal message to the American people asking for sympathy in his attempts to "create a happy, new, strong Yugoslavia." Tito says he believes that East and West eventually will settle their differences without war. However, he says he does not know whether a real desire exists on both sides for peaceful settlement. A special Movietone camera crew flew from Munich to Belgrade for the assignment.

Troyer Named in Percentage Suits

Bottineau, N. D., March 2.—Carter S. Troyer was named defendant in four percentage suits filed in Federal Court here. RKO, Paramount, Warner, and 20th Century-Fox each filed actions for damages based on alleged under-reporting of receipts at the State Theatre in Bottineau.

Shearer, Byard, Trogner & Peters of Minneapolis, and Asmunder Benson of Bottineau, represent the distributors, with Sargoy & Stein, of New York, of counsel.

Millionth 'Show' Ticket

The millionth ticket for Cecil B. DeMille's "The Greatest Show on Earth" is expected to be sold sometime today at Radio City Music Hall, according to the management of the show place, where the Technicolor film is now in its eighth week.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Proudly from RKO... The Top Film for Selected Bookings!

The highly unusual and sensationally successful picture that's hitting a tenth-week pace almost in step with the first at New York's Little Carnegie Theatre!... Biggest grosses in theatre's history at regular admissions for the Stage Door, San Francisco;... Happy holdovers continuing strong at the Music Box, Seattle, and the DuPont, Washington, where it premiered before high U. S. and foreign dignitaries!... Watch the same wonderful boxoffice news flash in from openings at:

Little	Baltimore	Art Cinema	Bridgeport
Beverly Canon	Los Angeles	Exeter	Boston
Art Cinema	Pittsburgh	Ziegfeld	Chicago
Guild	Cincinnati	Studio	Philadelphia
Mayfair	Miami	Cinema	Buffalo
Art	Dayton	Lincoln	Miami Beach
Midtown	Syracuse	World	Columbus, O.
Lincoln	New Haven	Cinema	Rochester
Art	Hartford		

Rasho-Mon

The great, exciting Japanese production

... introducing ... the beautiful

MACHIKO KYO ... TOSHIRO MIFUNE ... MASAYUKI MORI

Distributed by RKO Radio Pictures

Unanimously acclaimed by newspaper critics as a major contribution to the screen... Hailed by N. Y. Times as "A rare piece of film art"... Featured in a two-page layout in Life magazine as "Japan's Great Film"... Accepted by the opinion-making periodicals, as epitomized in the Saturday Review of Literature, which calls it "One of the two or three films ever made for grownups".

WINNER OF THE GRAND PRIZE 1951 VENICE FILM FESTIVAL

"THE BEST foreign film of the year...
THE BEST directed film of the year."

—Nat'l. Bd. of Review

Allied Arbitration Book a Best-Seller

Washington, March 2.—Indicating the widespread industry interest in the subject of arbitration, Allied States had 500 copies of its proposed plan printed and the supply has been practically exhausted in the past 10 days, the bulk of them in filling mail and wire requests for copies.

Abram F. Myers, Allied chairman and general counsel, is considering placing an order for an additional printing.

'Bugles' Has Premiere

SALT LAKE CITY, March 2.—Hundreds of Salt Lakers braved a snowstorm for the premiere of the Warners Brothers' release, "Bugles in the Afternoon" at the Utah Theatre, where Ray Milland, Gertrude Michael and a dance team from Hollywood made two personal appearances.

On arrival in Salt Lake, visitors were met by Mayor Earl J. Glade and several hundred University of Utah students.

Republic Dividend

A dividend of 25 cents per share on preferred stock, payable April 1 to stockholders of record on March 14, was declared by the board of directors of Republic Pictures.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

Review

"Jungle Jim in the Forbidden Land"

(Columbia)

THE STANDARD jungle excitements are provided in Columbia's "Jungle Jim in the Forbidden Land," which presents Johnny Weissmuller in the title role. The story deals with a conflict between good and bad, represented on one side by a group that would save a herd of elephants from extinction and on the other side by an unscrupulous group that would see them destroyed to profit from their ivory.

Weissmuller plays the jungle scout who knows the location of a pass that is vital to both sides but keeps it secret because the territory is inhabited by dangerous Giant People. Throughout the screenplay of Samuel Newman there are encounters with wild animals by Weissmuller and battles with other forces of the jungle. He falls prey to the machinations of the unscrupulous ivory-hunters and has a time of it clearing himself of a murder charge. By the finale, however, the jungle scout puts everything right.

A slight romantic role is held by Angele Greene, a young anthropologist bent on studying subhuman tribes. Sam Katzman produced and Lew Landers directed.

Running time, 65 minutes. General audience classification. For March release.

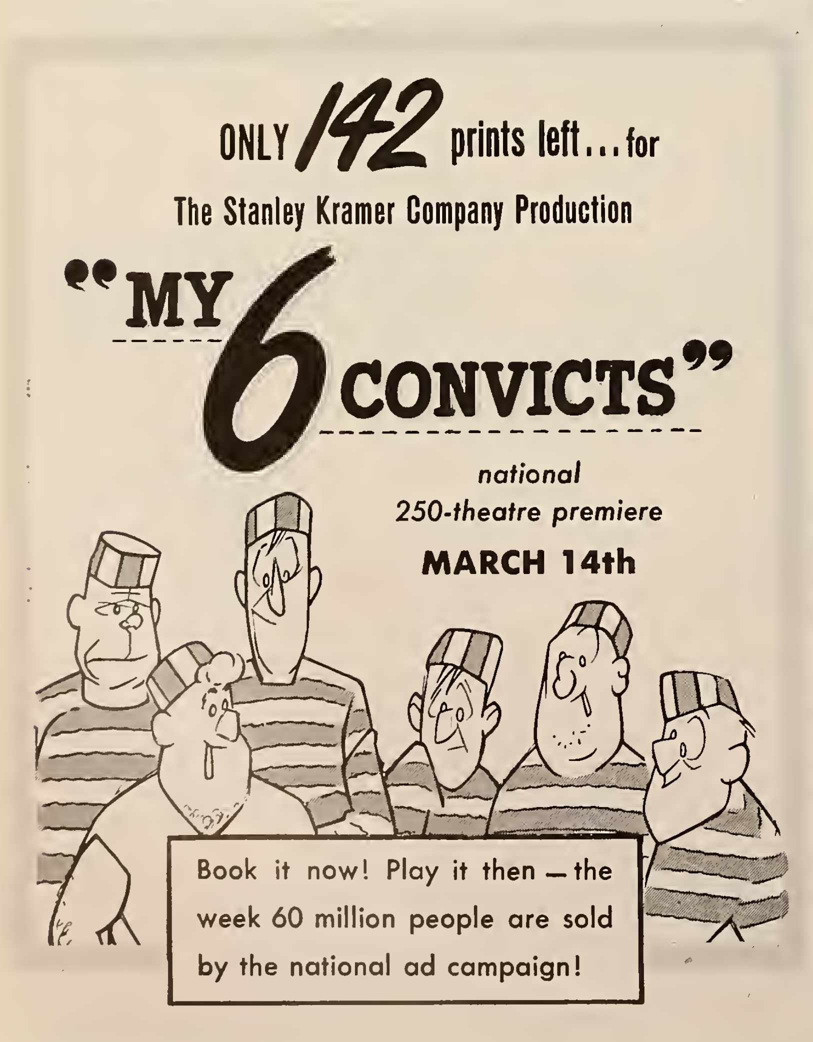
MANDEL HERBSTMAN

Name Drive Winners

TORONTO, March 2.—Monogram-Allied Artists' recent 13-week billings drive was won by the Toronto office, represented by Irving Stern, Izzy Shapero and Eddie Weisberg, it was revealed by Frank Vaughan, general sales manager. Second place winner was the Winnipeg branch. Montreal and Calgary tied for third.

Will of James Rank

LONDON, March 2.—Probate of the will of James Voase Rank, J. Arthur Rank's brother, shows a gross value of £1,622,915 ($4,544,162) on which £749,784 ($2,099,385) in estate tax duty was paid.


ONLY 142 prints left... for
The Stanley Kramer Company Production
"MY 6 CONVICTS"
national
250-theatre premiere
MARCH 14th
Book it now! Play it then — the week 60 million people are sold by the national ad campaign!

FCC Delay

(Continued from page 1)

ly in progress between industry engineers, lawyers and others. Directing what was described as "the stepped-up" pre-hearing program is James L. Fly, MPAA TV attorney, aided by industry engineers, Marcus Cohn, television counsel of the Theatre Owners of America, and Ed Cooper of the MPAA.

While acknowledging that the postponing from March 10 may result in a better prepared program, other TV industry circles hold that some of the ardor for the FCC hearings may be lost with constant delays. Prominent witnesses, too, may be indisposed later, it was felt. Both quarters, however, were in agreement that further postponements would be harmful.

Para. to Study

(Continued from page 1)

and that Paramount would probably have to hire some half-dozen trained lawyers to do the job.

Keough made the statements Friday during the Federal Communications Commission's Paramount hearings. He said the company received an offer some time ago for TV showings of its shorts, and that a similar examination was made then of all short subjects in the Paramount film library. The deal did not go through, he added, because "the offer was not good enough."

Measure Progresses

(Continued from page 1)

the legislature last January and by petitions of the state AFL and CIO and by members of the House and Senate.

The minimum wage bill would continue the present wage board system but the board could not set rates below 75 cents an hour, except for mentally and physically handicapped or for apprentices. Wage boards would be authorized to set rates higher than the minimum in certain occupations. Violations of the proposed law would be punishable by fines of from $50 to $200 or by a jail term of from 10 to 90 days.

Mrs. Gove with Farnol

Mrs. Inez F. Gove, wife of Jay A. Gove, formerly of M-G-M, has joined Lynn Farnol's department of publicity and public relations.

Arbitration

(Continued from page 1)

amount's Los Angeles television station KTLA.

Keough told hearing examiner Leo Resnick that there is a current demand on the part of exhibitors for an arbitration system, although exhibitors are "not in agreement on the form of arbitration or what should be arbitrated. Under the "proper" system of arbitration, he said, "Paramount would participate." He added that this was not only his opinion, but that of other Paramount toppers as well, and that "we have stated to exhibitors that we would like to work out a good system."

"Would you see fit and would your company see fit to have contained in an arbitration system an adequate method of enforcing arbitration?" FCC counsel Max Paglin asked.

"Yes," Keough answered. "If you set up a system and just left it there you wouldn't be getting any place. You must have some sanctions to enforce the awards."

Any system of arbitration, Keough told Paglin, must be acceptable to exhibitors as well as distributors, who were also at the moment in disagreement "among themselves on many points." To have an arbitration system acceptable to all, he elucidated, "you must have compromises and give and take." That applied, he added, "not only to the things that may be arbitrated but to the machinery as well."

Allen B. DuMont Laboratories' attorney Morton Galane asked whether it would be in the public interest for Paramount to divest itself of its television station and network affiliations, since the Supreme Court had declared that the company's theatre divestiture was in the public interest. The question was taken up by FCC counsel Frederick Ford, who wondered if television outlets weren't perhaps a "substitute" for the theatre ownerships banned by the court decree.

Keough, however, had previously pointed out in the cross-questioning that the Supreme Court was judging only on the "facts of the case," and that the question of television had never entered.

Other points made by Keough during the examination were:

Under the law and under the consent decree Paramount could re-engage in the theatre business and could acquire theatres. It could not, however, get back any theatres currently owned by United Paramount Theatres.

He wasn't certain that the Supreme Court's ruling on the sale of pictures theatre-by-theatre, picture-by-picture and city-by-city would apply to the sale of films for television.

He thought that 1,000 television stations would present a large enough market for the sale of pictures to television.

Polio Net Up in KC

KANSAS CITY, March 2.—Theatre collections for the polio drive in Jackson County, including Kansas City, far exceeded last year's with $17,588 registered against $15,803 in 1951. Howard Burkhardt, manager of Loew's Midland, was chairman for the theatre collections.

U.S. Film Tax

(*Continued from page* 1)

revealed that NFFC now is indebted to the Board of Trade for a total of £5,200,000 ($14,560,000), out of an authorized maximum of £6,000,000 ($16,800,000). The sum, he said, includes £1,000,000 ($2,800,000) repaid from previous loans and let out again. Loans already approved amount to £5,959,000 ($16,685,200).

In presenting the bill, Thorneycroft said he was only implementing the pledge which had been made by the Socialist government when it was in office. But he urged that serious consequences would follow in the event that NFFC became inoperative, under existing circumstances.

Production Would Decline

British production inevitably would decline, he told Commons. Moreover, he said, the present 30 per cent British film quota necessarily would have to be reduced, with the inescapable consequence that there would either have to be fewer theatre performances or an increase in use of American films here to make up the difference in available product.

The Exchequer would lose money, Thorneycroft said, and British production, which is now a dollar-saver, would be prejudiced.

He emphasized that the additional money authorized by the bill would be raised from non-government sources and repeated that his aim is to get the industry back to a position where it can raise capital by the normal method as soon as possible.

In the course of the debate, Thorneycroft faced criticism not only from the Socialist but also from the government bench. It ranged from protests that the present government, like its Socialist predecessor, is approaching the problem piecemeal, to indignation that capital is being provided for films when capital cuts are being made in more important national projects.

Others referred to the "unbelievable extravagance" of film producers.

Pleas were made either to establish a proper film bank or to impose a footage tax on American films to provide the new capital for NFFC.

Concluding the debate, the government spokesman pleaded that the new money is not coming from the Exchequer but from non-government sources. And, Thorneycroft added, he hoped government guarantees of the new NFFC loans would not be required.

He inferred also that with the aid of the Eady Plan the present necessity for maintenance of the NFFC would disappear in about two years time. Despite the doubts of Parliamentary critics in this regard, Commons gave the bill a second reading without division.

'Furry' Premiere Set

Universal-International has selected New Orleans for the premiere of "Flesh And Fury" in which Tony Curtis is co-starred with Jan Sterling and Mona Freeman.

Curtis, Miss Sterling and Miss Freeman will participate in the advance promotion of the picture which will open at the RKO Orpheum Theatre on March 12.

Bill Would Abolish State's 'Blue Laws' Against Films

ALBANY, N. Y., March 2.—Carrying out recommendations in a preliminary report by the Joint Legislative Committee on Sabbath Law, the rules committee of the Senate and Assembly has introduced a bill which would authorize the exhibition of films by theatres at any time on Sunday in New York State.

Under the state's "blue laws," which Governor Dewey is bent on modernizing, exhibition of films should be confined on Sunday to the hours after two P.M. Enforcement of the law has not been very rigid in modern times.

The bill is believed certain to pass the Republican-dominated legislature. Dewey recommended appointment of the Sabbath Law committee, and suggested submission of an interim report with recommendations which could receive action at the present session to "remove the more serious inconsistencies from the law immediately."

The measure would permit Sunday films and stage performances before two P.M., unless localities have prescribed such limitation. A committee analysis of replies by cities, towns and villages to inquiries has led it "to the conclusion that, with the exception of baseball and motion pictures, the great majority of communities has taken no action at all."

Commenting on the removal of the time limitation on Sunday, the committee declared: "Many motion picture theatres have been opening their doors before two P.M. for some time. These shows are indoors and are unlikely to disturb the repose or religious life of the community. The community, of course, can control the situation completely through its on legislative body."

The 35-page report of the committee, headed by Assemblyman Malcolm Wilson of Yonkers, cites conflicting court decisions on Sunday motion pictures, general entertainment and sports. Observers believe the group's labors may ultimately have nationwide impact.

N.Y. Censors Ask Cuts in 'Latuko'

The New York state censorship board has asked "certain revisions" in the African documentary "Latuko," the film being released for theatrical distribution by Producers Representatives, Inc., it was learned here at the weekend.

Confirmation that the censor board, the Motion Picture Division of the State Board of Education, has requested cuts came from Wayne Faunce, assistant director of the American Museum of Natural History, sponsor of the film. The requested revisions in the documentary, which failed to receive a Production Code seal, concern the nudity of natives depicted in the film.

Faunce said conferences were now going on with state education authorities to gain their approval for theatrical distribution of the film in New York. He declared that the Museum would "stand for no cuts." He contended that the film is an educational one and it would lose its authenticity and fidelity if it were revised.

Irving Lesser, president of Producers Representatives, distributor of the film, withheld comment on Friday.

IT HAPPENED HERE
You can't quit the 'Syndicate'
unless you're bullet proof!

"Marry a sweet, honest girl . . . try to go straight . . . you're still one of the boys or you're dead!"
You'll see them soon in one of the most startling pictures in years!

Treasury

(Continued from page 1)

tions to cut tax payments, but made this provision effective only for gains realized after Dec. 31, 1949. The Herbert case, and others on which the Treasury has already ruled deal with gains before that date. The 1950 tax law specifically said that the treatment of gains prior to Jan. 1, 1950 should be left to the courts and that the courts should not draw any inferences one way or the other from the Congressional action.

Coast Tax Consultants Confident Yankwich Decision Will Stand

HOLLYWOOD, March 2.—Although the Treasury Department will appeal Federal Judge Leon Yankwich's decision in the F. Hugh Herbert case, in which the court ruled one-picture corporations are entitled to capital gains tax advantages, Hollywood tax consultants experienced in handling "collapsible corporation" cases today expressed confidence that the Yankwich decision will stand, opening the way eventually for many who were previously denied capital gains privilege to file claims for refunds.

Tax consultants pointed out, however, that the Herbert experience antedated the 1950 act of Congress which, defining "collapsible corporation," established certain requirements that would apply to cases in kind occurring subsequent to that act. The big majority of Hollywood cases in which capital gains right was denied pre-date 1950, however. One admittedly loose estimate is that Hollywood individuals stand to recover more than $50,000,000 if the Yankwich ruling is not reversed.

TEDA in COMPO

(Continued from page 1)

Theatre Equipment Supply Manufacturers Association to join COMPO were voted at the meeting of the COMPO executive committee held in New York on Feb. 20-21.

TESMA's leadership is canvassing its membership at present to determine whether it should accept the invitation.

Van Bloem to Reade

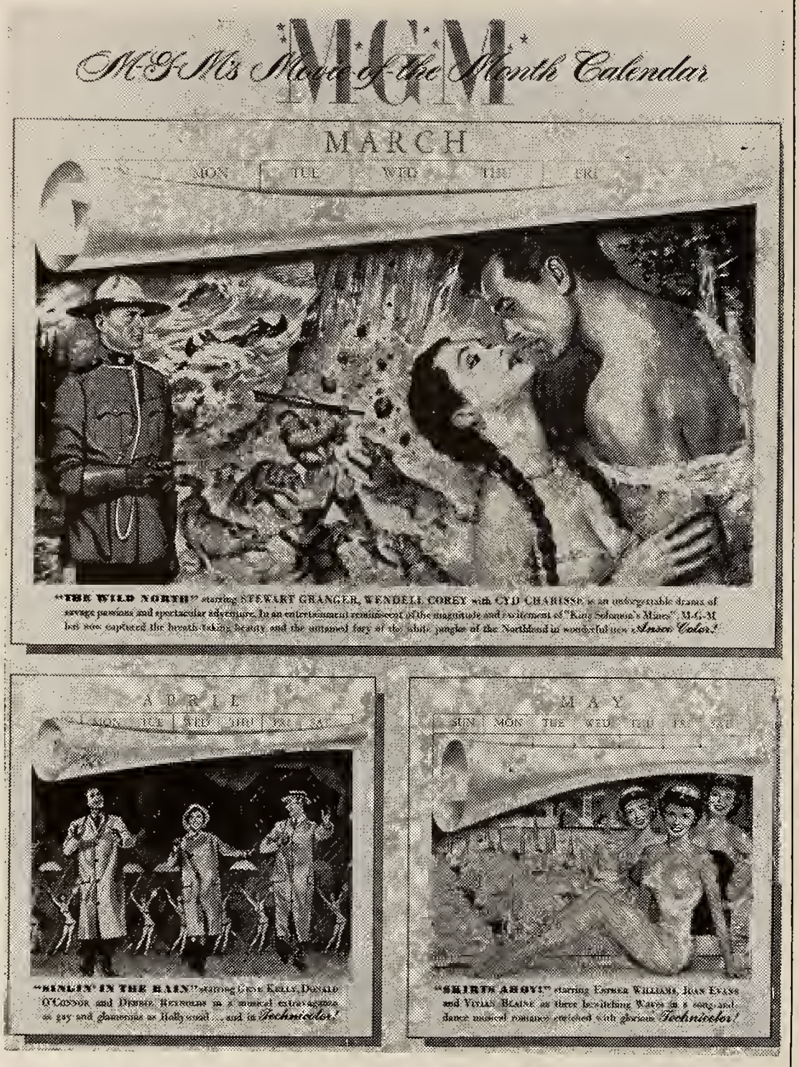
Edgar Van Bloem, former European film and stage producer and manager of several New York first-run art theatres, has been named executive manager of the Baronet, new Walter Reade Theatre on Third Ave. at 59th Street here. He will be rejoining the Reade circuit, having been associated with its Park Avenue theatre when it opened in 1946. He was manager of the Paris Theatre from 1948 until he resigned last June to return to Europe to co-produce several films.

Bartley Is Approved

WASHINGTON, Mar. 2.—The Senate Commerce Committee has unanimously approved President Truman's nomination of Robert T. Bartley to be a member of the Federal Communications Commission. The Senate is expected to confirm him tomorrow. No Senate action is needed on President Truman's promotion of Commissioner Paul Walker to the chairmanship of the Commission.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

National Pre-Selling


MGM
M-G-M's Movie-of-the-Month Calendar
MARCH
MON TUE WED THU FRI
"THE WILD NORTH" starring STEWART GRANGER, WENDELL COREY with CYD CHARISSE
APRIL
"SINGIN' IN THE RAIN" starring GENE KELLY, DONALD O'CONNOR and DEBBIE REYNOLDS
Technicolor!
MAY
SUN MON TUE WED THU FRI SAT
"SKIRTS AHOY!" starring ESTHER WILLIAMS, JOAN EVANS and VIVIAN BLAINE
Technicolor!

Reproduction, above, of the first M-G-M "Movie of the Month" calendar, covers the company's three March releases. The initial advertisement appears in the March issues of American Magazine, Woman's Home Companion, McCall's, Cosmopolitan and True Story. Second of the full-page color calendar advertisements will appear in the April issues of Good Housekeeping, Parents', Ladies Home Journal, Red Book and True Confessions, featuring the releases for that month. Subsequent insertions will follow a similar schedule.

What is described as a new approach to national magazine advertising has been instituted by M-G-M with the March issues of five monthly publications. This is a "Movie-of-the-Month Calendar" which will apprise the magazines' readers about "The Wild North," "Skirts Ahoy" and "Scaramouche," the company's top Technicolor features for March, April and May, respectively.

The initial advertisement appears in the American Magazine, Woman's Home Companion, McCall's, Cosmopolitan and True Story, now on news stands. The combined circulation of this group totals 14,645,746.

Toward the end of March, the second "Calendar" advertisement will appear in another group of magazines, Good Housekeeping, Parents' Ladies' Home Journal, Redbook and True Confessions. The total circulation of this group is 12,560,786. In this second advertisement "Singin' in the Rain" will be featured, with "Skirts Ahoy" and "Scaramouche" in the May and June listing.

Late in April, the "Calendar" will lead off with "Skirts Ahoy," May Technicolor release, with "Scaramouche" and "Lovely to Look At" in the June and July listing. As the series continues, each top M-G-M Technicolor production will have a minimum of three months advertising to millions of magazine readers. The advertisements will occupy a full page in each magazine, illustrated in full color.

Additionally, M-G-M will place a black-and-white version of the "Movie-of-the-Month Calendar" advertisement in fan magazines each month beginning with May issues, on the stands later this month. The magazines have a total circulation of 5,514,478 and include: Modern Screen, Screen Stories, Movieland, Motion Picture, Movie Life, Movie Stars Parade, Photoplay, Screenland and Silver Screen.

The "Calendar" campaign is only one phase of future M-G-M advertising. All types of publications will be used to advertise individual releases, including monthly, bi-monthly and weekly magazines; syndicated Sunday newspaper sections, newspaper amusement sections, radio and television advertising, as well as outdoor displays.

In announcing this new idea, the company points out that the "Calendar" will provide a sales approach to a vast audience of potential patrons, most of them women. And women, statistics indicate, said M-G-M, are the opinion moulders in the motivating factors of modern-picture-going.

The advertising plan of the three-month calendar is said to have many ramifications and promotion possibilities. M-G-M plans to advise exhibitors in detail regarding the tie-in possibilities which the idea offers.

The "Movie-of-the-Month Calendar" series will not replace the "series" efforts of M-G-M's national magazine advertising which has been highlighted for many years by such monthly institutional advertisements as "The Lion's Roar" and "The Picture-of-the-Month" columns.

Industry in Atlanta Cited for Dimes Aid

ATLANTA, March 2.—The industry's efforts on behalf of the March of Dimes drive has won the editorial plaudits of the *Atlanta Constitution.*

Said the editorial, in part: "Gen. Alvin Gillem, state director of the annual March of Dimes, has issued a special commendation to the theatres of Georgia for their part in the campaign, and has added an oak cluster to the decoration given William K. Jenkins and his group." (Jenkins is president and general manager of Georgia Theatre Co., an affiliate of United Paramount Theatres).

"Following an old custom, William K. Jenkins, who has participated in every polio drive since their establishment in the early '30's, gave to the patrons of his theatre the opportunity to contribute. This they did to a total of more than $11,000."

Dember with Greenthal

David Dember has joined the copy department of the Monroe Greenthal advertising agency. Formerly with Warner Brothers, and Buchanan and Co., Dember will assist creative head David Diener on the agency's motion picture and commercial accounts.

New Censorship Twist

DETROIT, March 2.—Port Huron theatre managers and operators have agreed with the City Commission to show only films passed by the National Board of Review or by the Detroit Police Censor Board.

Quality Bakers Will Spend $6-Millions on MGM Tieup

Increasing last year's budget by $1,000,000, Quality Bakers, in a tie-up with M-G-M, will spend $6,000,000 in national advertising in 1952 with a complete newspaper and outdoor campaign set to feature M-G-M stars, players and picture titles. M-G-M says it is by far the largest all-year-'round promotion tie-up ever made by a motion picture company.

The expanded program between Quality and M-G-M will advertise Sunbeam Bread with the initial picture on the program to feature "The Wild North," scheduled for late March release. Featured in this campaign will be Stewart Granger. This will be followed by a major promotion each month centered around a star and picture and will be completed in January, 1953. However, for December there will be no M-G-M star or picture advertised.

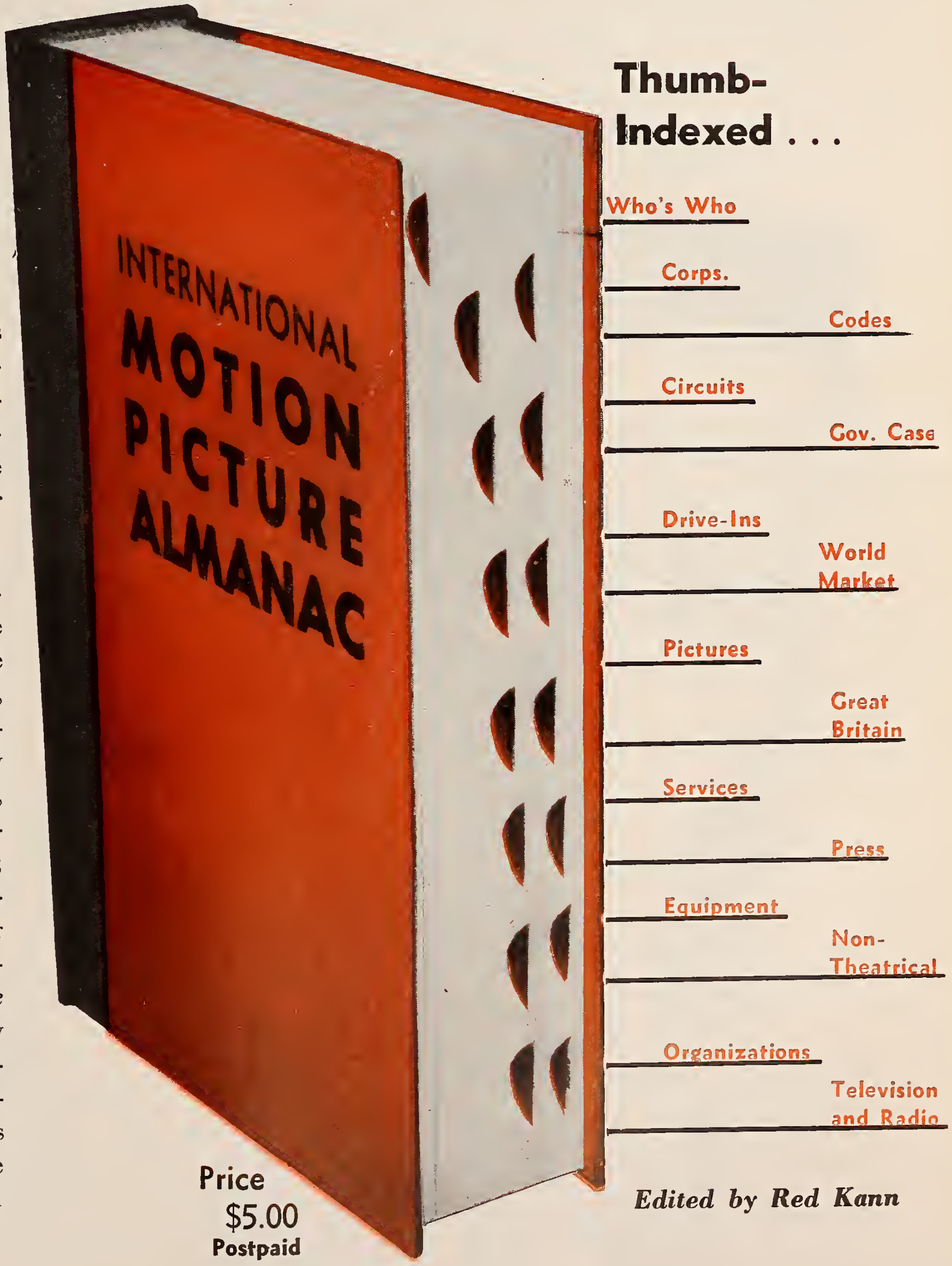
Now in Distribution . . .

The Industry's Most-Wanted, Most-Often-Used Reference Book

Revised Expanded 1951-52 Edition . .

The unique ***WHO'S WHO*** section is brought up to date and completely re-edited—nearly 12,000 concise biographies of film players, producers, directors, studio writers, executives, home office executives, and many others in or associated with this industry.

PLUS an organized, *easy-to-find, up-to-date*, thorough compilation of complete facts and figures; including corporate structures, film and company records, listings of all kinds; picture stars and release dates from 1944 to now; industry economics, tax data; production code, advertising code; theatre attendance, circuits and non-circuits, drive-in-theatres; picture costs and grosses; radio and television; and a veritable mine of other reliable data . . . *gathered by the industry's most extensive and intensive trade publishing organization,* the Quigley offices in New York, Hollywood, Washington, Chicago and London with correspondents throughout the United States and Canada and the capital cities of the world . . . expertly edited by Red Kann and associate editors at headquarters.


INTERNATIONAL MOTION PICTURE ALMANAC
Thumb-Indexed . . .
Who's Who
Corps.
Codes
Circuits
Gov. Case
Drive-Ins
World Market
Pictures
Great Britain
Services
Press
Equipment
Non-Theatrical
Organizations
Television and Radio

Price
$5.00
Postpaid

Edited by Red Kann

There just isn't anything like it in this industry. It is the accepted "Who's Who and What's What" for the entire field. Even at several times its price, many executives would not be without the latest Almanac!

The previous edition was a sell-out! Sales of the 1951-52 edition have set a new record. Only a limited number now available.

QUIGLEY PUBLICATIONS 1270 Sixth Ave., New York, N. Y.

for a

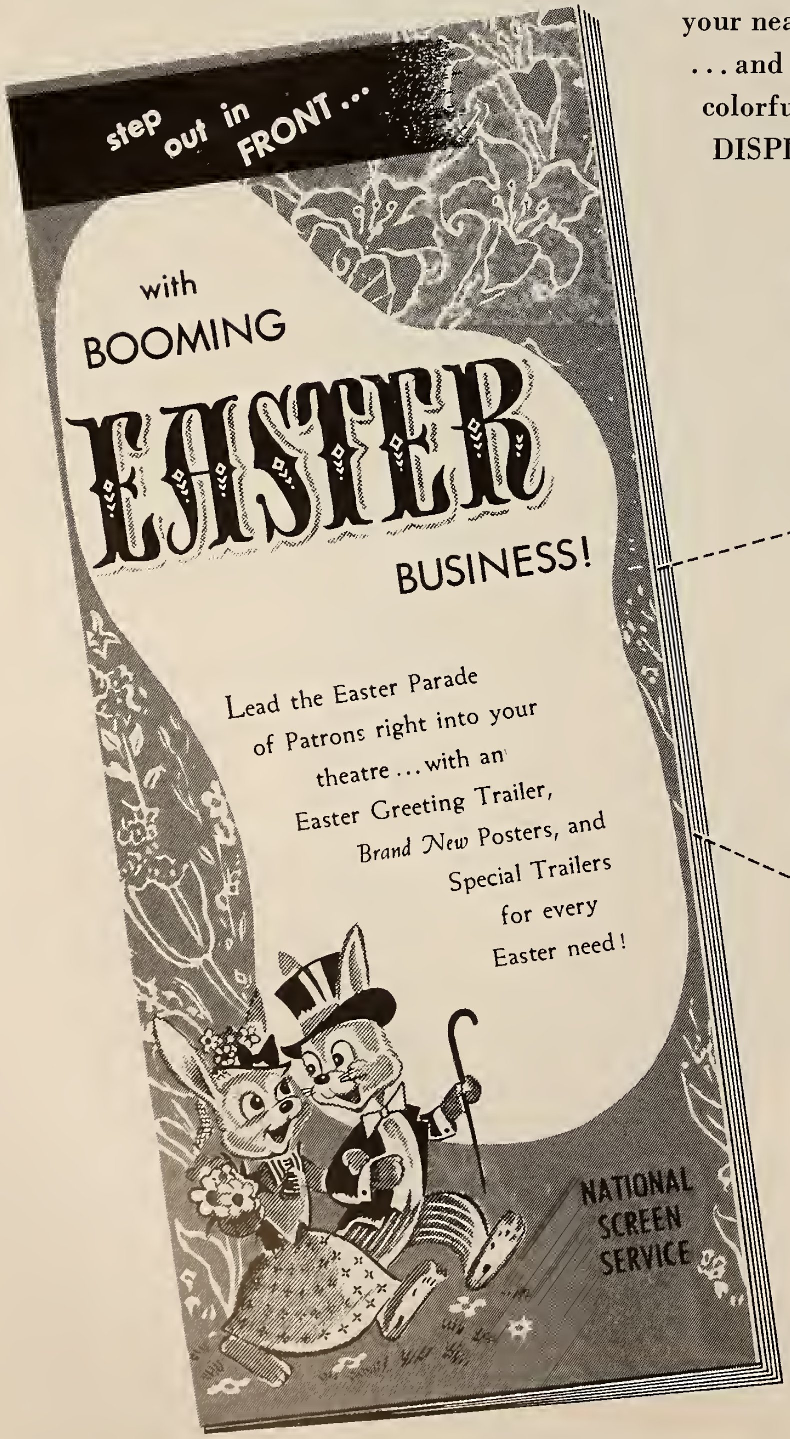
Happy Easter

at your

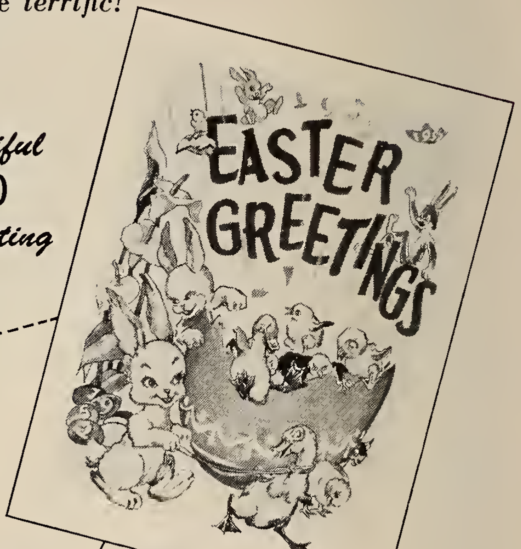
BOX OFFICE...

GET THIS BOOKLET FROM NSS!

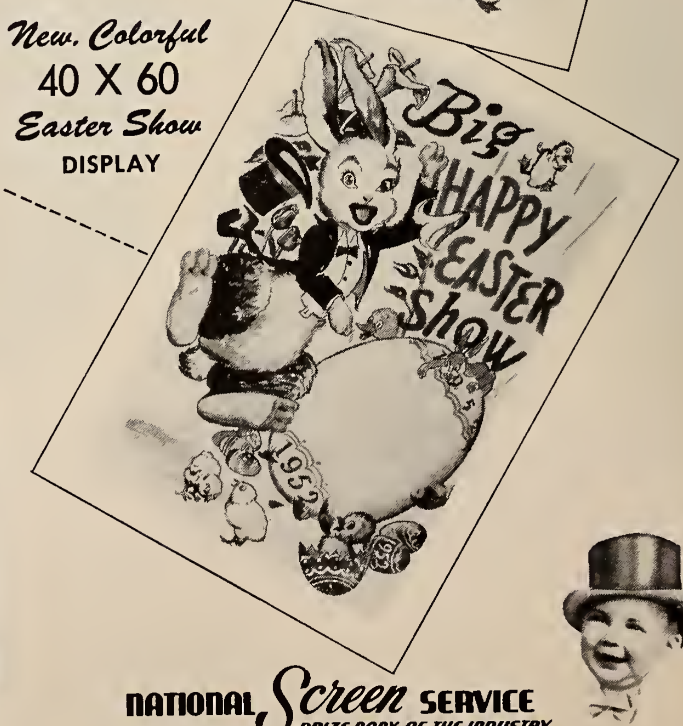
Learn about the Big Easter Profit Campaign . . . you can develop . . . with special events . . . *cash-in-the-bank* Merchant Ads . . . a Big Happy Easter Show . . . and plenty of other great bell-ringing showmanship ideas! The booklet is FREE . . . from any NSS Salesman . . . or your nearest exchange . . . so ASK FOR IT . . . and don't forget to ask about those new, colorful, eye-filling HAPPY EASTER DISPLAYS! They're *terrific!*


step out in FRONT...
with BOOMING
EASTER
BUSINESS!
Lead the Easter Parade of Patrons right into your theatre ... with an Easter Greeting Trailer, Brand New Posters, and Special Trailers for every Easter need!
NATIONAL SCREEN SERVICE

New, Beautiful
30 X 40
Easter Greeting
DISPLAY


EASTER GREETINGS

New, Colorful
40 X 60
Easter Show
DISPLAY


Big HAPPY EASTER Show
1952

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 43 NEW YORK, U. S. A., TUESDAY, MARCH 4, 1952 TEN CENTS

TOA to Urge 'Appeal-less' Arbitration

Appeal Consumes Time, Is Too Costly: Fabian

Theatre Owners of America at the anticipated industry conference on arbitration will fight for an appeal-less arbitration system, the organization indicated here yesterday.

It was disclosed that S. H. Fabian, TOA executive committee chairman, has received the support of the TOA board in his contention that elimination of the appeal would eliminate the greatest expense and the greatest time-consuming factor in arbitration.

Fabian has proposed that TOA, in consulting with other segments of the industry, should plead for a final decision in the first award, with no appeal.

Mitchell Wolfson, TOA president,

(*Continued on page 7*)

Snow Bites B'way Weekend Business

Saturday's snowstorm caused a dip in box-office receipts this week along Broadway. Despite the weekend weather, however, a number of attractions such as "Five Fingers," "African Queen" and "The Greatest Show on Earth" chalked up healthy grosses.

Another outstanding grosser is United Artists "Royal Journey" at the Guild Theatre which is doing virtually capacity business. A record-breaking first week's figure of $14,000 is expected, topping the Guild's previous

(*Continued on page 6*)

Cinecolor Sets New Price Reductions

Price lists sent out by Cinecolor Corp. announcing prices as of yesterday on both two-color Cinecolor and three-color Supercinecolor show reductions over the previous listings. These reductions are the result "of a combination of removal of the excise tax on raw stock and other economies

(*Continued on page 6*)

Lou Smith Opens Coast 'Movietime' Headquarters; Nine More Tours Set

Hollywood, March 3.—West Coast headquarters of "Movietime U. S. A." were opened here today by Lou Smith, in the Rexall Building offices of the Association of Motion Picture Producers. Smith is in charge, as executive secretary here.

Tours for nine additional key exhibitor areas are now scheduled for March, April and May, with players, producers, directors and writers participating in each tour. The first tour scheduled will cover the Oklahoma City area and will leave Hollywood March 16, to be followed by tours covering Georgia, Alabama, Tennessee, Florida and the Buffalo and Albany, N. Y., exchange areas in April. In May the Memphis exchange area will receive a contingent of Hollywood personalities, to be followed by New Haven.

Each tour will extend over a week and in keeping with the 1952 policy of "Movietime" tours, the routes will be spaced at intervals to permit greater availability of personalities who wish to participate in the industry's public relations effort without interfering with studio production schedules.

Eric Johnston Attacks Film's 'False Accusers'

Dallas, March 3.—A four-prong concentrated attack against false accusers of the American motion picture industry was launched here tonight by Eric Johnston, president of the Motion Picture Association of America. He charged that self-appointed vigilantes who seek to dictate what films the public shall see are a menace to the basic rights and liberties of all American people.

Johnston's speech, delivered at a "Brotherhood" dinner at the Hotel Baker, was the first of four he is making this week in his capacity of general chairman of "Brotherhood Week," sponsored by the National Conference of Christians and Jews. He will speak tomorrow in Tulsa, Wednesday in St. Louis and Thursday in Pittsburgh.

Johnston called attention to the contribution which American pictures have made to the religious life of the nation and in fostering democratic ideals at home and abroad.

But he warned that "counterfeit Americans" and "bogus patriots," who

(*Continued on page 2*)

Plans Theatre TV Of Major Parties' Nat'l Conventions

Plans to theatre telecast the mid-summer Democratic and Republican national conventions were disclosed here yesterday by Norman Elson, president of Guild Enterprises Inc., which controls Embassy Newsreel Theatres.

Elson said he is conferring with other theatre TV circuit executives in order to sound out their interest in

(*Continued on page 7*)

Rule Nassers May Sell Four to TV

Hollywood, March 3.—Television rights to four features currently being distributed by United Artists may be sold forthwith by George and James Nasser, who produced them, under a weekend ruling handed down in U. S. District Court, bankruptcy division, by Referee Benno M. Brink.

The decision was based on a clause

(*Continued on page 7*)

Granada Head Hits Eady Plan U.K. Tax

London, March 3.—Criticism of the Eady Plan, the entertainment tax and the film quota highlight a report to Granada circuit stockholders just issued by Sidney L. Bernstein.

The report asserts that fewer first-rate British films were made under the Eady Plan in 1951 than without it in 1950. "And," says Bernstein, "I be-

(*Continued on page 6*)

Ch. Wood Seen Backing 'Red' Report Revise

3 of House Group Favor Correcting Film Slur

Washington, March 3.—House Un-American Activities Committee Chairman John S. Wood (D., Ga.) will support any move in his committee to issue a supplemental statement toning down the annual report's criticism of the motion picture industry, it was authoritatively learned today.

That report took the industry to task for allegedly not doing a better job of cleaning its house of Communists. At least two committee members—Representatives Walter (D., Pa.) and Moulder (D., Mo.)—have since said they felt the report was unfair, and would try to get the committee to set the record straight.

Rep. Wood refused to comment on the situation here today, declaring only that he ex-

(*Continued on page 2*)

Mull Bill to Reduce Time to Join Union

Washington, March 3.—Members of a Senate labor sub-committee said they would "consider soon" a proposal to cut from 30 days to two days the period within which actors and extras must join the union in studios covered by union shop agreements.

Last year, the sub-committee held hearings on a bill to cut the waiting period in the building industry. Spokesmen for the Screen Actors Guild asked the senators to amend the bill to include the film industry.

Circuit, Universities In Theatre TV Deal

Kansas City, March 3.—By arrangements among the several parties, Commonwealth Theatres will show the Kansas University-Kansas State basketball game Friday night, on the theatre TV screens of the Ashland here and the Granada, Lawrence, Kansas. The game, televised by WDAF-TV, will be picked up by the theatres.

UA's "THE AFRICAN QUEEN' IS SO WONDERFUL I SAW IT TWICE!" — Louella Parsons

HUMPHREY KATHARINE
BOGART · HEPBURN
Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR

'U' Paid $17,500 In Settlement With 'Unfriendly 10'

Universal's contributive share in settling out-of-court last Nov. 30 the suits brought against Hollywood producers by writers Lester Cole, Albert Maltz and others of the so-called "unfriendly 10" cited for contempt by the House of Representatives, was $17,500, the company disclosed here yesterday.

The information was contained in Universal's annual report to the Securities and Exchange Commission.

The "unfriendly 10" sued in Los Angeles County Superior Court and in the U. S. District Court of Southern California for wages under contracts which were cancelled in consequence of the Nov. 25, 1947, declaration by the Association of Motion Picture Producers that these employes were to be discharged without compensation.

The following additional developments were included in the report.

(1) The company was a defendant in 117 civil anti-trust actions as of Nov. 3, 1951, the end of its fiscal year. The year opened with 100 such cases pending, and during it some 55 were filed, the report stated. In virtually all, other distributors also were named defendants, it was indicated.

(2) The plaintiffs' time to appeal from the judgment dismissing the complaint in the stockholders' suit entitled "Dorette A. Wise versus Universal, et al." in U. S. District Court, Delaware, has expired. Cancellation of stock warrants held by officers of the company was sought in the complaint.

Salaries Listed

(3) Officers' salaries during the fiscal year were as follows: N. J. Blumberg, president, $79,500; John J. O'Connor, vice-president, $45,050; Leon Goldberg, vice-president and treasurer, $39,750 (an increase of $7,500 over the previous year's salary); Edward Muhl, vice-president, $51,650 (an increase of $7,450); Alfred E. Daff, vice-president, $51,500 (an increase of $16,225). Under a group insurance plan, into which 60 per cent of the premiums is paid by the company, $20,000 worth of insurance was purchased for these officers. J. Cheever Cowdin, former board chairman, was paid $48,461 during the year for serving in a consultative capacity.

(4) Decca Records holding 27.4 per cent of Universal's common stock does not make it a "parent" in the company's operation under the SEC Act. Decca, moreover, disclaims control of the company or any admission thereof, and has not attempted to direct or cause the direction of management or policies. The desirability of combining the businesses of the two companies through an acquisition of the assets of Decca by Universal "is being studied."

(5) General Cinema Finance of Britain owns 134,375 shares, or 14 per cent of the Universal stock; Ludovic L. Lawrence owns 8,300 shares or 14.7 per cent of the cumulative preferred; company's officers and directors as a group own 430 of the cumulative preferred and 8,991 of common.

Personal Mention

B. G. KRANZE, executive assistant to WILLIAM J. HEINEMAN, United Artists distribution vice-president, left here yesterday for Detroit and Cleveland.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, is due here tomorrow by plane from Zurich, Switzerland.

•

DICK PITTS, assistant to GAEL SULLIVAN, Theatre Owners of America executive director, is confined to his home with an attack of influenza.

•

MAURICE (MURRAY) SEGAL, Paramount trade paper contact, has announced his engagement to CLAIRE DRUCKER.

JESSE L. LASKY, M-G-M producer, arrived here from the Coast yesterday.

•

EDWIN W. AARON, assistant general sales manager for 20th Century-Fox, left here yesterday for Kansas City to attend the Allied of Kansas and Missouri convention.

•

LEON J. BAMBERGER, RKO Radio sales promotion head, will be in Kansas City today to address the national convention of drive-in theatres and Allied of Kansas and Missouri.

•

MICHAEL G. SHAPIRO, son of ROBERT SHAPIRO, manager of the New York Paramount Theatre, had his Bar Mitzvah at Actors Temple Saturday.

La Cava Services In Santa Monica

HOLLYWOOD, March 3.—Services for Gregory La Cava, 59, who died Saturday of a heart attack, will be held Wednesday morning at the Wilshire Funeral Home, Santa Monica.

The veteran producer, director and writer had been active in the industry from the days of two-reel comedies to 1947, when he directed "Living in A Big Way." Born in Towanda, Pa., he was an art student and newspaper man before going to Edison Films in the industry's early days.

He is survived by a son, William, a brother and sister.

Maurice White, 56, Pioneer Exhibitor

CINCINNATI, March 3.—Maurice White, 56, president of Mid-States Theatres, Inc., and past president of the Cincinnati Variety Club, died unexpectedly at his home late yesterday. He had recovered and returned to work following a recent emergency appendectomy. Prior to his association with the late Ike Libson, White was the Warner exchange manager here.

Mid-States operates the Capitol, Keith's, Schubert, Downtown and through subsidiaries, several local neighborhoods, also houses in various Ohio situations and in Louisville, Lexington and Ashland, Ky. The widow and two sons survive.

Tom Gorman, Former RKO Mgr., Is Dead

PEORIA, Ill., March 3.—Tom Gorman, age 60, pioneer theatre executive, who died in Mexico City last Friday while on a vacation trip with his wife, will be buried here this week. Gorman was associated with the B. S. Moss theatres in New York, was general manager of Keith-Albee-Orpheum, and operated the old Hippodrome in New York. He was also Chicago area manager for RKO Theatres at one time. Additionally he had been a circus operator.

Gorman is survived by his brother, Howard, who is postmaster of this city, in addition to the widow. He was the son of former U. S. Senator Gorman of Illinois.

U. S. Chamber Asks Communist Blacklist

WASHINGTON, March 3.—The U. S. Chamber of Commerce has urged the blacklisting of Communists in the motion picture industry and other entertainment fields.

In a voluminous report on Communism in all phases of U. S. life, the Chamber touches briefly on the entertainment field. It points out that over 300 Hollywood figures were named as Communists in the 1951 hearings of the House Un-American Activities Committee, and declares that "add to this Communist writers and radio artists and it is not hard to understand why the party has millions to spend."

The report recommends that Communists not be employed in many different economic fields. Among these fields it lists "any agency which influences public opinion, such as newspapers, radio and television, book and magazine publishers and research institutes, and any field which gives prestige and high salaries to Communists, such as the entertainment field."

Ch. Wood Seen

(*Continued from page 1*)

pected to have a meeting this week or next week, "at which I assume the matter will be brought up." However, it was learned from other members that Wood himself feels the report did the industry an injustice and will support Walter and Moulder if they seek a correction.

During the committee's hearings last year, Wood put himself on record as believing Hollywood had done a comparatively good job of putting its house in order, and Wood has told colleagues that "nothing has changed my mind since."

According to one committee source, when the committee met to discuss the annual report drawn up by the staff, Wood suggested then that the Hollywood section be toned down. However, one or two other committee members wanted the Hollywood section made even stronger, and the language finally released was a compromise between the two stands.

Johnston

(*Continued from page 1*)

use the pretense of fighting Communism to impose their views on the community, are a threat to our religious liberties, to American ideals and to our basic rights as citizens.

Although these self-appointed vigilantes use the protective coloration of the flag and act in the name of Americanism, theirs is the spurious Americanism of the Salem witchcraft trials and the "Know-Nothings," Johnston said.

Johnston asked:

"When small groups of fanatics take unto themselves the right to determine how their fellow men shall live, how they shall worship and where they shall worship, what movies they shall see, can we feel secure in our individual liberties?

"When self-appointed arbiters set themselves up as the sole judge of right and wrong—when they seek to substitute their will for the citizen's freedom of choice—when they seek mastery of the manners and morals of the entire community—is man still free to pursue his life by the dictates of his own conscience?"

Johnston recalled that in February at a luncheon in New York the motion picture industry had been honored by representatives of 13 national organizations with a combined membership of 40,000,000 persons for its contributions to spiritual life and for fostering American ideals.

Pik Forms TV Firm

Robert Pik, president of Interworld Films, Inc., has formed Regent Pictures, Inc., which will handle product for world wide television distribution. The company has acquired 46 feature films, and contemplates going into production in the near future on a one-half hour dramatic show.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

WALT DISNEY'S
SNOW WHITE
and the SEVEN DWARFS
Color by Technicolor
CRITERION BROADWAY AND 45TH STREET

THIS WOMAN IS DANGEROUS
starring JOAN CRAWFORD
DENNIS MORGAN · DAVID BRIAN
in person
BILLY WILLIAMS QUARTETTE
HER NIBS GEORGIA GIBBS
BUDDY LESTER
JERRY WALD and his ORCH
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

ON THE MARCH ACROSS AMERICA!

IT IS MAKING LONG-RUN HISTORY!

Status of Engagements at Press Time

5th MONTH

NEW YORK (*Astor*)
(in addition to simultaneous 8 week run at the Capitol)

4th MONTH

CLEVELAND · ST. LOUIS
PITTSBURGH
LOS ANGELES (*4-Star Theatre*)

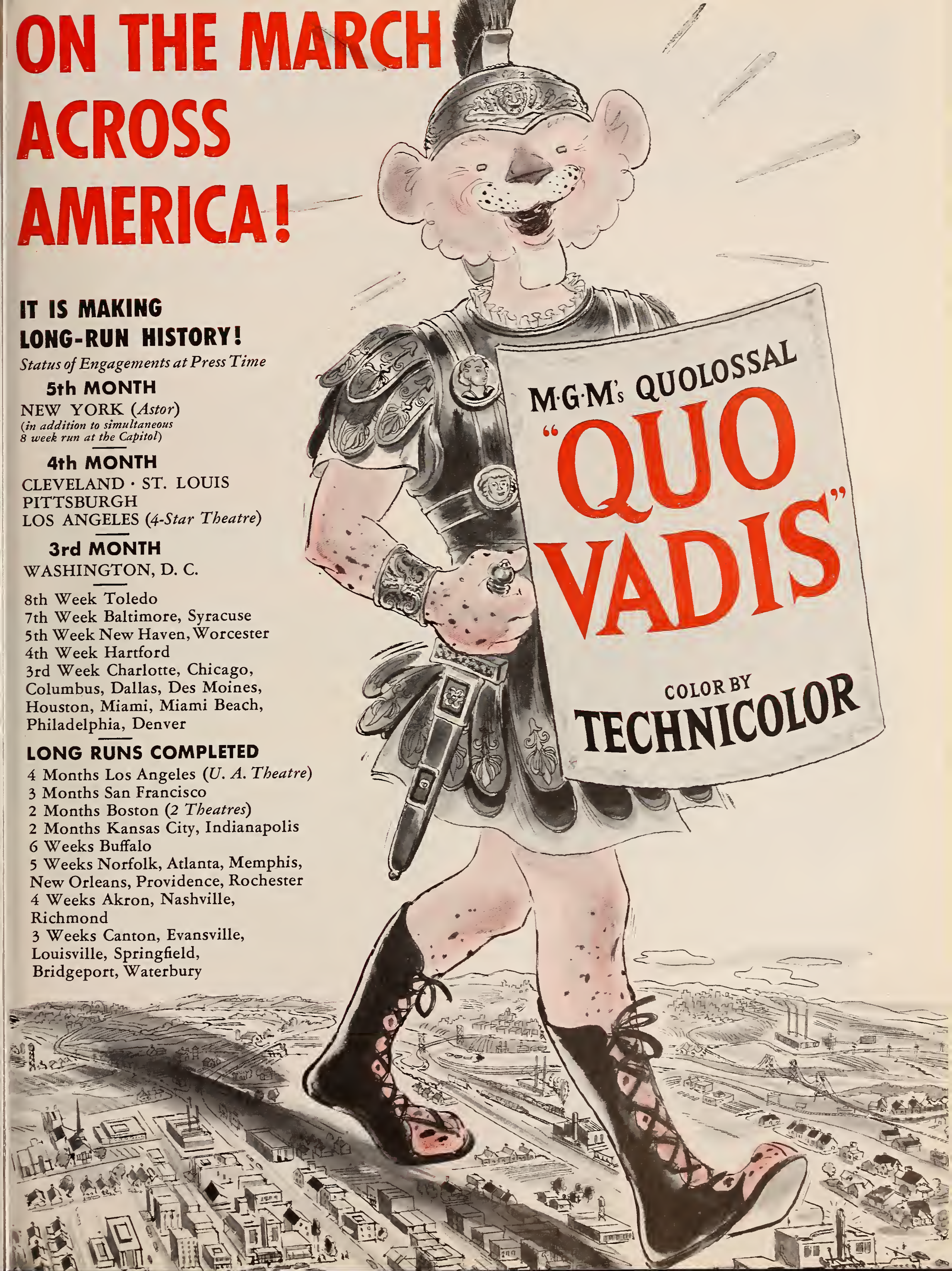
3rd MONTH

WASHINGTON, D. C.

8th Week Toledo
7th Week Baltimore, Syracuse
5th Week New Haven, Worcester
4th Week Hartford
3rd Week Charlotte, Chicago, Columbus, Dallas, Des Moines, Houston, Miami, Miami Beach, Philadelphia, Denver

LONG RUNS COMPLETED

4 Months Los Angeles (*U. A. Theatre*)
3 Months San Francisco
2 Months Boston (*2 Theatres*)
2 Months Kansas City, Indianapolis
6 Weeks Buffalo
5 Weeks Norfolk, Atlanta, Memphis, New Orleans, Providence, Rochester
4 Weeks Akron, Nashville, Richmond
3 Weeks Canton, Evansville, Louisville, Springfield, Bridgeport, Waterbury



THE MIRACLE PICTURE PROVES

"Snow White" Snowballing to

NEW YORK—Outgrossed every picture in Criterion's 14-year history!

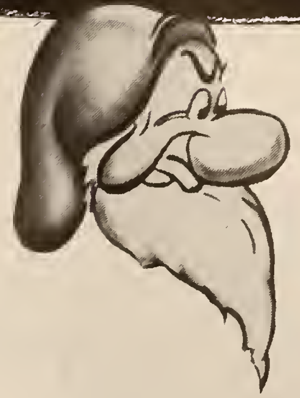
BOSTON—Biggest gross since sensational "Cinderella" in February 1950!

PROVIDENCE—Top-grossing attraction in the last three years!

Walt Disney's

Snow White

a



Color by

TECHNICOLOR

Re-released by RKO Radio Pictures, Inc.

© WALT DISNEY PRODUCTIONS

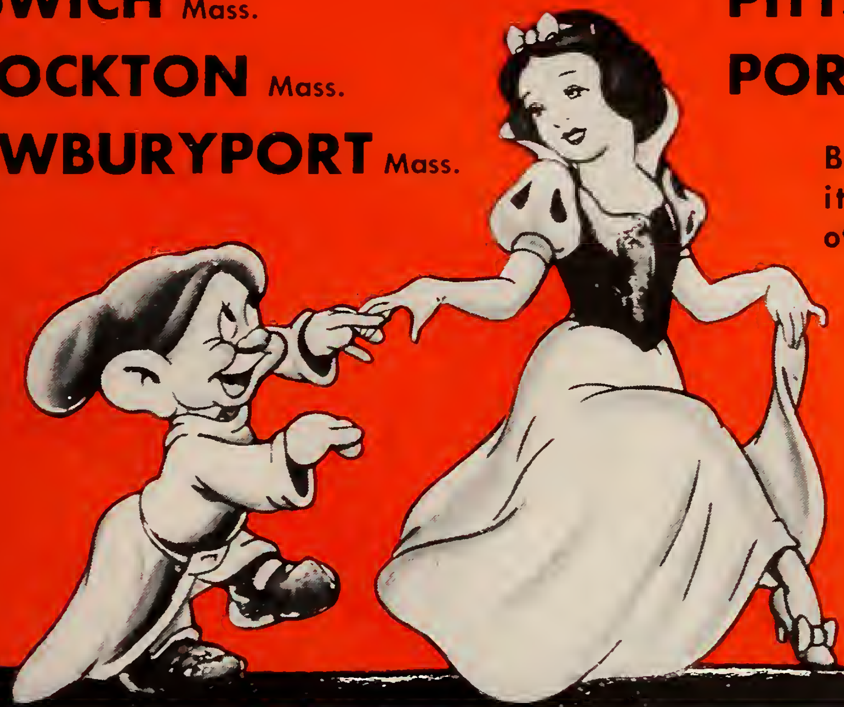
IT AGAIN AT THE BOXOFFICE!

Record Grosses in Early Dates!

Elsewhere in NEW ENGLAND beating "Cinderella" in:

- **LAWRENCE** Mass.
- **FALL RIVER** Mass.
- **IPSWICH** Mass.
- **BROCKTON** Mass.
- **NEWBURYPORT** Mass.
- **MANCHESTER** N. H.
- **NEW LONDON** Conn.
- **PITTSFIELD** Mass.
- **PORTSMOUTH** N. H.

Big town or small town, it's the MIRACLE box-office picture!



nd the Seven Dwarfs

And an

EVER-NEW AUDIENCE OF 25,000,000*

is waiting to duplicate these figures in *your* town!

---

*25,455,000 new children between the ages of 5 and 13 have never seen "Snow White" according to 1950 census figures.

National Pre-Selling

MORE than 600 key situations from Coast to Coast will be playing Universal's "The Battle of Apache Pass" in April in one of the largest mass playoffs of a picture keyed directly to national magazine advertising. David A. Lipton, vice president in charge of advertising and publicity, will list 447 of these situations in two-color, double-truck advertising spreads which are scheduled to appear in the *Saturday Evening Post* and *Look* magazine on March 25 and 26, respectfully, marking the largest number of theatres to be ever so listed, and the third time that Universal has made this special effort under Lipton's policy of keying actual playdates in theatres. The advertising will be seen by 20,000,000 potential patrons of theatres.

•

For the first time in the 20-year history of the magazine, *Esquire* will devote its front cover to a motion picture star. The April issue, on newsstands Friday, will carry a full color portrait of Elizabeth Taylor by Phillippe Halsman, well known photographer. Additionally, there will be several pages of other pictures of the M-G-M star and an article with credit to "Ivanhoe," which is Miss Taylor's newest picture, to be released later in the year.

•

Bendix Home Appliances is another national manufacturing and merchandising concern to issue its own pressbook to dealers in conjunction with a motion picture tieup. Bendix has put out, "How To Get in the Movies"—a 12-page brochure of trade-paper page size, addressed to 8,000 dealers, and supporting the company's national magazine advertising for Walt Disney's "Snow White and the Seven Dwarfs." The copy tells merchants that in February, March, April and May they may expect to "get in the movies" through various merchandising stunts that are described, numbered and illustrated.

•

Seven entertainment features in the March issue of *Seventeen* include a feature article, "We Are Seventeen, We Live In Rome, We Worked on "Quo Vadis," written by two 'teenage dancers; "Eyes of Art," a documentary story of "Pictura-Adventure in Art;" "He Sings from Memory," about Tony Martin; "Triple Threat Baritone," concerning Johnny Desmond; Paramount's "Greatest Show on Earth," named as the magazine's "Picture of the Month," with "African Queen," "Viva Zapata!" and others among the runners-up.

•

Thousands of newspaper editors and film critics, television and radio commentators, theatre owners and publicists will find a reproduction of the 24-sheet on "Greatest Show on Earth" in their mail this week. The multi-colored mailing piece is a blotter, with all the art work and color of the pictorial billboard display. 20th Century-Fox is mailing a special promotion piece on "With A Song in My Heart" to 1,600 of the nation's top disc jockeys, with a listing of 66 top recordings and a new Capitol album of hits from the Technicolor musical.

WALTER BROOKS

Snow Bites N.Y. Grosses

(*Continued from page 1*)

record, set two years ago by "The Film Ballet."

At the Roxy, which also features Dorothy Lamour on stage, a big $80,000 is seen for the second week of 20th Century-Fox's "Five Fingers." While at the Capitol, an excellent $72,000 is expected for the second inning of "African Queen."

Standing up well is "The Greatest Show on Earth" at Radio City Music Hall, which also features its regular stage show. For its eighth stanza, a solid $107,000 is forecast. A good $57,000 is estimated for the opening week of "This Woman Is Dangerous" at the Paramount which headlines the Billy Williams quartette.

Hit by Snowfall

At the Criterion, the usual big weekend matinee for "Snow White and the Seven Dwarfs" was hit by New York's biggest snowfall this year. Still, a fairly nice $25,000 was seen for the second stanza for the Walt Disney reissue.

"Quo Vadis" at the Astor is doing well, with a nice $24,000 forecast for the 17th week. At the Mayfair, a more than satisfactory $25,000 is seen for the fifth week of "Sailor Beware."

Among fairly good grossers, "Viva Zapata" can be included with $20,000 estimated for the fourth week. "Retreat Hell!" at the Warner will be replaced today with "Bugles in the Afternoon" after registering a satisfactory $25,000 for its second week.

Dipping, but still drawing in customers at its 11th week, is "Death of A Salesman" at the Victoria which expects a fair $12,000 for the week. "Hoodlum Empire" will have its premiere tomorrow at the Globe, replacing "When Worlds Collide," which expects to bow out with a tepid $10,000 for its final fourth week.

The Judy Garland Festival, composed of two reissues, "Meet Me in St. Louis" and "Babes in Arms" bows out of Loew's State tomorrow. "The Belle of New York" will be its replacement. The figure for the last five days of the final third inning is expected to hit $7,000, a bit weak.

At the Park Avenue, "The Woman in Question" fell somewhat in its second week, but a satisfactory $6,600 is expected.

Opening to healthy business yesterday was "Love Is Better Than Ever" at the 52nd Street Trans-Lux where $1,500 was racked up. The final four days there of "Lady Possessed" took a fair $2,000.

"Cry, the Beloved Country," at the Bijou is expected to hit a good $7,000 for its sixth inning, while "The Lavender Hill Mob" at the Fine Arts Theatre is forecast to do a fine $5,800 for its 18th week.

A declining gross of $6,000 was seen for the 26th week of "The River" at the Paris, which will change its two-a-day policy on Monday to continuous run. A moderate $4,800 is estimated for the ninth week of "Tales of Hoffmann" at the Sutton. Also in the moderate category is "Navejo" at the Baronet which expects $3,900 for its second week.

The fourth stanza of "The Magic Garden" at the Trans-Lux 60th Street is forecast to do a good $4,200, with only a fair $2,000 seen for the first week of "Man on the Run" at the 72nd Street Trans-Lux.

RKO Palace Backs Up $24,350 with Melchior

The first week of RKO Palace's new variety show, starring Lauritz Melchior, is forecast to gross $24,350, which is considered a good initial figure. The show has a limited two-week engagement there.

Cinecolor Sets

(*Continued from page 1*)

which have been effected recently," according to Cinecolor president Karl Herzog.

Herzog explains that, "Even though the increase in the cost of labor and many raw materials used in our processes over-balances the economies which have been effected and the removal of the excise tax from raw stock, we are so confident of the future that we have absorbed the difference "to make price reductions possible."

Gift Trip to Brylawskis

WASHINGTON, March 3.—The Motion Picture Theatre Owners of Metropolitan Washington has voted a two weeks, all expenses paid, vacation for MPTO president A. Julian Brylawski and Mrs. Brylawski. Brylawski is now in his 29th year as president of the organization. He and his wife will leave Friday for two weeks of island-hopping in the Caribbean.

Hike Admissions for Martin and Lewis

BOSTON, March 3.—The Metropoli- Theatre will charge advanced prices for the personal appearances of Dean Martin and Jerry Lewis when they open for one week beginning Thursday. The prices are: Thursday, Friday, Monday, Tuesday and Wednesday, opening until 11:00 A.M., $1; 11:00 A.M. to 4:00 P.M., $1.25; 4:00 P.M. to closing, $1.80. On Saturday the prices will be: opening to 12:00 noon, $1.25 and from 12:00 noon to closing, $1.80. On Sunday the prices will be $1.80 from opening to closing. The children's price will be 90 cents at all times. Regular admission prices at the Metropolitan are from 44 to 85 cents.

3rd Session Today In Picture Course

The third session of the course, "The Motion Picture as a Educational Potential in School and Community," joint cooperative effort of the New York Board of Education and the Organization of the Motion Picture Industry for the City of New York, as an in-service course for 250 high school and junior high school teachers, will be held today at 3:45 P.M. in the auditorium of the High School of Performing Arts.

Jesse L. Lasky, representing the Screen Producers' Guild, will speak on "The Producer—His Function and His Responsibility." John Beal will speak on "The Actor—The Self-Education Involved to Achieve a Proper Understanding of Character."

Cranston, R. I. Fire

CRANSTON, R. I., March 3.—The Palace Theatre here was damaged to the extent of $40,000 by fire. The house is owned by the Associated Theatres of Rhode Island.

Granada

(*Continued from page 1*)

lieve that 1952 will show a further reduction." He said the Eady levy paid by Granada was nearly four times the amount paid in dividends to ordinary shareholders last year. The levy will be more than doubled in the current year, he predicts.

Paid by Exhibitors

Bernstein points out that the levy must be paid by exhibitors, some of whom are unable to secure the films made possible by the Eady Plan "because of the booking power of the large circuits." He termed it "fantastic" that "a substantial portion of the levy contributed by exhibitors is paid to producers who themselves own the opposition theatres at which the films are shown."

He said the entertainment tax absorbed 38 per cent of Granada's gross last year and that it tends to keep admission prices too high. He pointed out that the quota had failed to bring about any increase in the number of quality British films.

Fly to fun and relaxation on a
TWA
Quickie Vacation
in the Sun Country
TWA
TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA

You're only hours away, by TWA, from Phoenix, Las Vegas, Southern California. Big savings with TWA's Family Half-Fare Plan and Sky Tourist flights. See your travel agent or call TWA.

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

TO BE SURE
OF BEST QUALITY and QUICK SERVICE
GET YOUR
MADE-TO-ORDER
TRAILERS FROM FILMACK
2 PLANTS
CHICAGO 5, ILL. 1327 S. Wabash
NEW YORK 18, N. Y. 630 Ninth Avenue

Conventions

(Continued from page 1)

the project. The Guild circuit executive said present plans call for the theatre televising of the political conventions at the Broadway Embassy, which is expected to be equipped with RCA theatre TV within six or seven weeks.

He oultined a two-fold program for the project embracing the possibility of theatres cooperating with TV networks in obtaining highlights of the convention for theatre screens. The other phase of the program would call for exclusive theatre telecasts of convention programs.

Questioned on the probability of networks' cooperation, Elson foresaw no opposition on their part if theatres would carry the commercial sponsoring the event. Full coverage of the July conventions was envisioned for the Broadway Embassy, which Elson plans to make the first TV newsreel theatre in the nation. The Guild Theatre, another circuit house which is equipped with TV, would televise special convention events, according to present plans.

The delay in equipping the Broadway Embassy with TV, Elson explained, was due to obtaining cable facilities for the theatre.

Rules Nassers May

(Continued from page 1)

in the UA distribution contract which requires UA to distribute pictures to video "when such distribution becomes a commercial practice." UA counsel argued such distribution has not yet become commercial practice among major companies, and pictures concerned are still in theatre distribution.

Nassers did not seek withdrawal from other sections of their contract but asked the right to sell television rights, which are computed at $200,000. UA may appeal the decision.

Pictures are: "Don't Trust Your Husband," "Cover - Up," "Without Honor," "Kiss for Corliss." Nasser counsel George T. Goggins said the Nassers will proceed at once with the sale of the films to television.

TOA Issues 28-Page Digest of Convention

A 28-page brochure, reviewing proposals, discussion and action at the Theatre Owners of America's midwinter board meeting on the Coast last January, has been released by the organization's headquarters here to the TOA membership.

Topics covered in the brochure include arbitration, taxation, print shortages, forcing advanced admissions, FCC channel grant, TOA financing, grievance panels, sales of films to TV, quality and quantity of pictures, trailers, producers' views, trailers for television, young talent, film cycles, public relations, TOA's stand on Communism, need for scientific research, confidence in the future, acetate film, "Movietime U. S. A." and Eidophor Theatre TV.

Mutual Sales Meet Starts Tomorrow

Mutual Pictures sales convention will start at the Warwick Hotel here tomorrow and run through Thursday. Sales plans and exploitation campaigns will be discussed for Jack Dietz's recently produced "Models, Inc."

TOA Sets Unit to Hit Films-for-TV

Miami, March 3.—Three exhibitor leaders have been named by Mitchell Wolfson, Theatre Owners of America president, to serve as a committee to approach producers "and let them know that we are fully opposed to their selling films to television."

The committee consists of Walter Reade, Jr., Eastern chairman; Sherrill Corwin, Western chairman, and Eddie Silverman, Chicago chairman.

Books 'Kisenga'

"Kisenga, Man of Africa," a J. Arthur Rank production, will open at the Holiday Theatre here shortly, International Releasing Organization, discloses. The color in Technicolor picture was filmed in Tanganyika, British East Africa.

Stockholders Meeting

Stockholders of Republic Pictures will hold their annual meeting in New York on April 1.

TOA to Urge

(Continued from page 1)

is expected to announce today the TOA working committee on arbitration that will assist in processing the organization's proposals before the expected all-industry arbitration conference.

As announced recently, TOA's proposals for an arbitration system include the recommendation that a $25,000-a-year national administrator head the set-up. Also proposed was a $50-per-diem fee for arbitrators, as well as charges for complaint and intervenor filings.

Allied States Association made no mention of costs, charges or salaries in its arbitration recommendations, which otherwise resemble TOA's in principle. Allied has emphasized, however, that it wants a system that would be "inexpensive."

1931 'Names' Toured

HOLLYWOOD, March 3.—Hollywood Coordinating Committee report discloses 131 name personalities made 184 personal appearances on 46 patriotic and fund-raising programs during February.

British Industry Asks TV Channels

London, March 3. — An industry memorandum requesting authorization for private television channels for transmission of programs direct to theatres, prepared by Sir Henry French of the Producers Association and concurred in by all branches of the industry, has been presented to the government.

Official action on the report is not expected for some time.

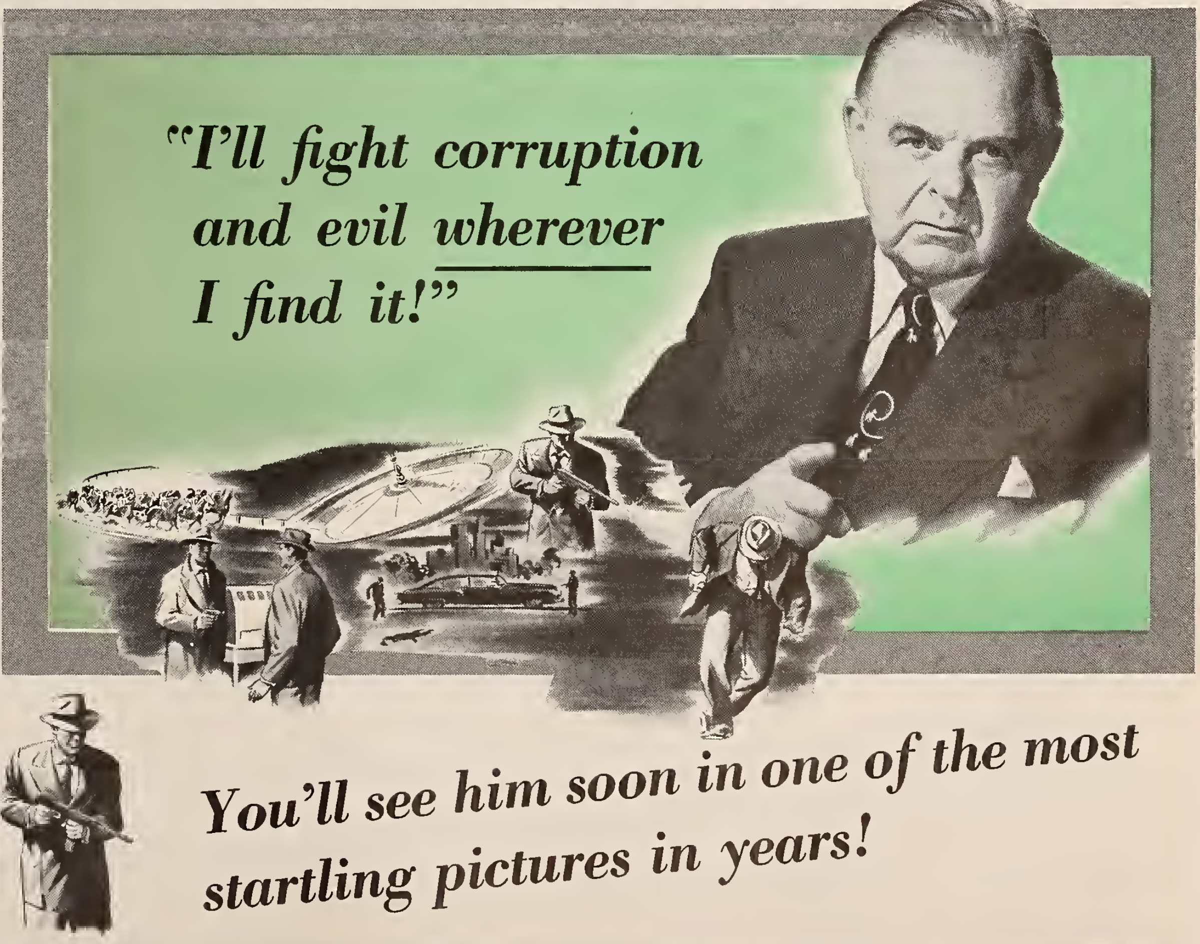
Map Program for New McCarey Film

Paramount will accord a far-reaching promotion campaign to the world pre-release engagement of Leo McCarey's "My Son John," at the Capitol Theatre here and to special pre-release engagements in key situations throughout the country.

The Lynn Farnol Agency will coordinate the publicity and promotion program aimed at civic, religious, educational, veterans and other community organizations.

IT HAPPENED HERE

from God fearing farm boy
to Racket Busting Investigator!


"I'll fight corruption
and evil wherever
I find it!"
You'll see him soon in one of the most
startling pictures in years!

Six MGM Field Press Units

Six division press representatives in the field have been named by Metro-Goldwyn-Mayer in a program designed to bring the company in closer contact with the nation's newspapers, radio stations and television outlets, and to supply speedier, more complete service to theatre and circuit advertising-publicity departments, it was disclosed here yesterday by Howard Dietz, advertising-publicity vice-president.

Men assigned to new duties have been selected from M-G-M's staff of 19 field press representatives. While each man's base of operations remains in the exchange center where he has been working, his regular promotion activities in the area will be handled by new men now being added.

Dan Terrell, head of exploitation, will arrive in Hollywood from New York tomorrow to join Dietz. The six division press representatives are due at the studio Monday, March 10, for three days of conferences and screenings.

Men assigned are: Emery Austin, Southern division; Arthur Canton, Eastern division; E. B. Coleman, Southwestern; Ivan Fuldauer, Midwest; E. C. Pearson, Central division, and Ted Galanter, Western.

The complete program for the new operation will be outlined at the studio meetings, which will include discussions with Dore Schary and other production executives as well as with members of the studio publicity and promotion staffs.

During the time that meetings are being held at the studio, Silas F. Seadler, advertising manager, John Joseph, publicity manager, and members of the home office promotion department will be rushing material on releases through June.

AP Poll Names 'Streetcar' Best

Associated Press nationwide poll of critics has picked Warner Brothers' "Streetcar Named Desire" as the best film of 1951.

Three players in the film also won in the balloting. Marlon Brando was cited for the best performance by a starring actor; Vivien Leigh, best performance by a starring actress, and Karl Malden, best supporting role.

Sidney Weighs New One

HOLLYWOOD, March 3.—George Sidney is considering "Twenty Years After," Alexandre Dumas' sequel to "The Three Musketeers," as a possible follow-up on "Musketeers" which he made for M-G-M two years ago. Sidney also is checking other writings of Dumas, as well as those of Rafael Sabatini, who wrote "Scaramouche," which Sidney recently completed with Carey Wilson producing.

Binyon on Hope Musical

HOLLYWOOD, March 3.—Claude Binyon has gone to his Lebec Ranch to work on the final screenplay for "Girls Are Here to Stay," Bob Hope musical which he will also direct for Paramount. Binyon just wound up directing his own story, "Dream Boat," starring Ginger Rogers and Clifton Webb, at 20th Century-Fox, where, as at Paramount, he is under contract for one picture annually.

Review

"Rodeo"

(Monogram) *Hollywood, March 3*

TO MANY the rodeo is regarded as the present-day survival of the best features of the Old West. Walter Mirisch has used it as the setting and principal subject of this production in Cinecolor.

The film is rich in the bronc-busting, calf-roping, bull-dogging and other actionful exploits of the professional cowhand, on which the rodeo has risen to its present popularity among American institutions of entertainment, which doubtless is recommendation enough for the public that will respond to the title. Additionally, however, it depicts the rodeo, its men and women, its operation, management, problems and practices, from the inside, so to speak, and these matters, dealt with as parts of the story, are of interest generally as well as for their Western flavor. The story told, although not so spirited or speedy as might have been wished, satisfies the demands of the project.

The screenplay, by Charles R. Marion, directed tellingly by William Beaudine, opens with a small town merchant to whom a touring rodeo is in debt for $1,800 worth of hay and grain, and who sends his daughter, Jane Nigh, to the rodeo grounds to collect the bill. She learns from John Archer and Wallace Ford, rodeo hands, that the promoter of the rodeo has decamped with all the available cash, leaving the performers stranded. Hopeful of recouping the $1,800, Miss Nigh persuades the performers to enter into a profit-sharing, cooperative deal, appointing her as business manager, and the rodeo goes on from there. Numerous complications and surprises, plus some romance, terminate in a happy solution of the financial problem and a rosy future for the rodeo.

Running time, 71 minutes. General audience classification. Release date, March 9.

New Film Franchise Firm Is Nearly Set

DALLAS, March 3.—The formation of Capitol Pictures is fast approaching the conclusion stage, according to John L. Franconi and associates. As previously announced, Capitol is being organized as a producing-distributing organization, and will be represented by franchise holders in 29 domestic film centers and Canada. The group will finance its own program of pictures and will employ many of the operation angles used by the old First National franchise group.

According to Franconi, "If one would look back at the conditions industry-wise that prevailed when First National was organized, the ills of the motion picture industry today" would seem "infiinitesmal by comparison."

Greene-Rouse Plan Non-talking Film

Harry M. Popkin Productions has concluded arrangements for the filming of "The Thief," which will be the first picture since sound came in to develop a story without the use of a single word of dialogue. The picture will have a full musical score. Ray Milland will star.

The film will be produced and directed by the team of Clarence Greene and Russell Rouse, their first since "The Well."

'Earth' Judging Here

Judging of 20th Century-Fox's $15,000 showmanship contest for the best campaigns on "The Day the Earth Stood Still" will take place tomorrow at the company's home offices. The judges are: Robert B. Wilby, Wilby-Kincey circuit; Benjamin N. Berger, Berger Amusement Co.; Sol Schwartz, RKO Theatres; Walter Brooks, *Motion Picture Herald*, and Chester Friedman, *Boxoffice*.

NSS Reception Here

National Screen Service will give a reception here next Monday at Toots Shor's to preview "Quo Vadis" advertising displays.

Pleskow, Eckstein in New UA Sales Posts

Eric Pleskow has been named United Artists' managing director in South Africa, succeeding Gerry Taylor, resigned, and Irving Eckstein takes over Pleskow's home office sales post, it was reported here yesterday by Arnold M. Picker, UA foreign sales vice-president.

Pleskow, who joined U.A.'s foreign staff two months ago, was formerly Sol Lesser's representative in Europe and prior to that was assistant general manager in Germany for Motion Picture Export Association from 1948-50. Eckstein entered the industry in 1945, serving briefly in U.A.'s foreign department, then switched to the MPEA as sales controller until 1949. He then joined Paramount as manager in Siam and Indonesia until 1950, when he resigned to accept a position outside the industry.

Phil Reisman Drive Starts This Week

RKO Radio's foreign department will open its "Phil Reisman 1952 Banner Drive" this week, honoring its vice-president in charge of foreign distribution.

Robert K. Hawkinson is drive committee chairman, and Melvin Danheiser is drive coordinator. Other members of the committee are Ned Clarke, Beverly Lion, Harry Ehrreich, Rutgers Neilson, Arthur Herskovitz, Charles Belmont and William E. Meyer.

First Manvell Talk Apr. 7

Dr. Roger Manvell, director of the British Film Academy, will be presented to American film-makers and others at the Museum of Modern Art auditorium on Monday night, April 7, by the Eastern Screen Directors Guild in cooperation with the British Information Services, according to an announcement from Jack Glenn, president of the Guild. "British and American Films" will be the subject of Dr. Manvell's talk, which he will illustrate with films designed to contrast the feature and documentary styles of the two countries.

US Won't Act in FCC Hearings

WASHINGTON, March 3.—The Justice Department has decided against taking any active role in the Federal Communications Commission proceedings on the proposed merger between American Broadcasting Co. and United Paramount Theatres, anti-trust chief H. Graham Morison declared here today.

He said the Department is following the proceedings and has had observers present on many occasions, but will not either intervene in the proceeding or appear as a witness. The very most the Department might do, Morison said, is to file a brief on the subject at the end of the hearings. He emphasized that filing such a brief was only a "possibility" and that no decision would be made until after the hearings are concluded and the Department has had a chance to read all of the testimony.

The hearings on the merger and other phases of the "catch-all" Paramount proceedings were in recess today, but are slated to pick up again tomorrow, when Klaus Landsberg, manager of Paramount Television Productions' Los Angeles TV station, KTLA, is slated to testify. It is expected that he will be the last Paramount witness for the present, and that UPT witnesses will take over when he concludes.

Arthur May Handle Canadian Fair Show

TORONTO, March 3.—Jack Arthur, district manager at Famous Players' headoffice, has been named No. 1 candidate for the appointment of producer for this years' grandstand show at the Canadian National Exhibition, Toronto. If the nomination goes through, Jack Arthur, who produced many stage presentations for Famous Players before the introduction of sound films, would succeed Leon Leonidoff of Radio City Music Hall, New York, who has organized the big CNE spectacles for some years.

Arthur is the nominee of Mayor Alan Lamport, a member of the board of directors of Canada's biggest annual fair.

Radio Engineers Convene Here

The Institute of Radio Engineers will open its 40th convention here today at the Waldorf-Astoria Hotel. In addition sessions will be held at the Belmont Plaza, and at Grand Central Palace, where $10,000,000 in radio and TV apparatus will be on exhibit.

Expected to attend are 27,500 members and guests from nearly every country outside the "Iron Curtain."

Kennedy Reception

Universal-International was host here yesterday at a press reception for Arthur Kennedy at the Sherry Netherland Hotel. The actor is in town in connection with the opening of "Bend of the River."

Kennedy, accompanied by Philip Gerard, Eastern publicity manager of Universal, left New York last night for Boston and Hartford for two days of advance promotional effort in connection with the New England openings of the picture. They will return to New York on Thursday.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 44 NEW YORK, U. S. A., WEDNESDAY, MARCH 5, 1952 TEN CENTS

$6¼-Millions For New Pathe TV Company

Bruce Eells Heads Firm; To Work at EL Studio

The formation of Pathe Television Corp. to finance and distribute film programs for TV, with a two-year budget of $6,250,000, was disclosed here yesterday by William C. MacMillen, Jr., Pathe Industries' president.

Bruce Eells, former Young and Rubicam executive who has been actively engaged recently in seeking films for the TV market, will head the new company.

Directors of the firm are Henry Briggs, a director of Alleghany Corp.; James Wolcott, vice-president and a director of Pathe Laboratories, Inc.; Livingston Goddard, secretary and treasurer of the Federation for

(*Continued on page* 6)

UPT Witnesses on FCC Stand Today

WASHINGTON, March 4.—The second phase of the Federal Communications Commissions Paramount hearings is scheduled to end today, but hearing examiner Leo Resnick will swing immediately into the third phase.

The current phase deals with the qualifications of Paramount Pictures to be a television licensee. Phase three deals with the qualifications of United Paramount Theatres to be a TV licensee, and then will swing into the proposed UPT-American Broadcasting Co. merger.

The first phase dealt with the issue

(*Continued on page* 2)

Charges UPT with Monopoly in Texas

The situation in Houston, Dallas and Ft. Worth was charged to be as "effectively monopolized today" by United Paramount Theatres as it was by the Interstate Circuit before the Paramount decree, in an affidavit by independent theatre owner I. B. Adelman of Texas.

The affidavit, filed yesterday in the

(*Continued on page* 2)

British Theatres Grossed $78,150,800 in 3rd Quarter

LONDON, March 4.—The box-office gross of Britain's 4,561 theatres for the third quarter of last year was $78,150,800, according to the latest statistical survey of the industry compiled by the Board of Trade for publication tomorrow in its *Journal.*

The result for the three months ended Sept. 29, 1951, compares with a box office gross for the corresponding 1950 period of $71,825,600, when 32 more theatres were in operation. Total admissions for the quarter increased from 337,290,000 in 1950 to 344,830,000 in the 1951 quarter.

The entertainment tax took 34.7 per cent of the gross, or $27,095,600 during the three months, while another 2.3 per cent, or $1,817,200 was paid into the Eady Tax fund by the box-offices.

Statistics for distribution cover the first half of 1951 and include all films, both British and foreign-made. Total gross rentals for the six-month period amounted to $32,600,400, according to the *Journal,* of which 65 per cent, or $21,201,600, was paid to producers; 15 per cent, or $4,936,400, went for dis-

(*Continued on page* 2)

Skouras Due Here; Await Compo Reply

Spyros P. Skouras, president of 20th Century-Fox, was scheduled to arive here by plane from Zurich, Switzerland, early today. Skouras still has not formally accepted the post of president of the Council of Motion Picture Organizations, to which he was named on Feb. 21.

Indications are that an industry delegation will visit Skouras promptly and endeavor to persuade him to take up the COMPO reins.

5 Easter Bookings For Para. on B'way

Five Paramount productions will open in the Broadway area here shortly before or during Easter Week, the company reported yesterday. At least three openings will be world premieres conducted within a single week.

The five pictures, which the com-

(*Continued on page* 6)

Over 160 Delegates At K-M Allied Meet

KANSAS CITY, March 4.—Despite a storm that blocked highways, a good attendance marked the opening today of the Allied National Drive-in Theatre Convention of the Allied Independent Theatre Owners of Kansas and Missouri. There was a registration of more than 160 delegates from

(*Continued on page* 2)

Urges Producer Priorities To Banish Cycles of Films

The recommendation that producers explore the possibility of establishing a priority system which would rid the industry of cycles of pictures and excessive duplication of stars has been submitted to the Theatre Owners of America by Dick Dickson of the Southern California Theatre Owners Association.

Dickson, a Fox West Coast executive and former producer, believes "exhibitors throughout the nation would feel reassured if they knew that producers and distributors were seriously attempting to correct this damaging evil" of cycles and star duplications.

He described as "an old, old story" the complaint of exhibitors about "simultaneous release of the same type of pictures by all studios, or the simultaneous release in various terri-

(*Continued on page* 2)

Moon Will Assist Feldman at Univ.

Ray Moon, who resigned as Central division manager for 20th Century-Fox in January, will join Universal Pictures on April 14 as executive assistant to Charles J. Feldman, domestic sales manager.

Moon, a veteran of more than 30 years in distribution and exhibition, was a sales executive for 20th Century-Fox for 10 years before his re-

(*Continued on page* 2)

MGM to Have 19 Releases In 7 Months

Three to Four Pictures A Month Are Scheduled

M-G-M has scheduled 19 pictures for release between March 1 and September 1, six of which will be in color, it was disclosed here yesterday by Charles M. Reagan, general sales manager. There will be three releases a month with the exception of May, when there will be four. In each month there will be one color film.

With the scheduling of new releases, the total for the eight months beginning January will be brought up to 27, eight of which will be in color at the rate of one a month.

"Just This Once," "Love Is Better Than Ever" and "The Wild North," in the new Ansco color, are set for March.

"Singin' in the Rain," which will

(*Continued on page* 2)

Coast Producers' Officers Renamed

HOLLYWOOD, March 4.—All officers of the Association of Motion Picture Producers, Inc., and the Central Casting Corp. have been reelected.

The AMPP reelected Eric Johnston president; Y. Frank Freeman, chairman of the board; B. B. Kahane and L. K. Sidney, vice-presidents; Charles S. Boren, vice-president in charge of industrial relations; James S. Howie, secretary-treasurer.

Fred S. Meyer was reelected chairman of the board of the CCC and Freeman was renamed president; Howard R. Philbrick, vice-president and general manager and Howie, secretary-treasurer.

SWG Strike Against ATFP Is Abandoned

HOLLYWOOD, March 4.—The strike action planned against the Alliance of Television Film Producers by the Screen Writers Guild, which was scheduled for March 17, was abandoned today when the Alliance and the Guild, following a meeting of their counsels, exchanged telegrams agreeing to start contract negotiations between March 10-15.

Arnall Charges Too Vague, D. of J. Says

Washington, March 4.—Justice Department spokesmen indicated today there is little likelihood of any action resulting from the recent letter sent to the Attorney General by Ellis Arnall, Price Stabilizer on leave from the Society of Independent Motion Picture Producers.

It was said that Arnall's charges of widespread illegalities in the industry were too vague to be acted upon and the Department had decided to oppose United Paramount Theatres' request for a divestiture time extension before the Arnall letter was received.

Gulf States Allied Holds Open Forum

New Orleans, March 4.—The officers, directors and members of Allied Theatre Owners of the Gulf States at a general open forum here today discussed the elimination of Federal and State sales tax, arbitration and the resolution of the Council of Motion Picture Organizations condemning the House's attack on the industry record in cleaning out the Communists.

The group officially resolved to go on record objecting to Warner Brothers practice of setting a deadline on bids for the new Abbot and Costello film, "Jack and the Beanstalk," before a screening was held. They urged this objection be forwarded to the national president, and that he contact Warner headquarters.

K-M Allied Meet

(*Continued from page* 1)

23 states. Col. William McCraw of Variety Clubs addressed the opening luncheon. The afternoon session was devoted to a round-table on drive-in matters. Among distributors representatives attending are Leon Bamberger, sales promotion manager of RKO Pictures, and E. W. Aaron, 20th Century-Fox Western sales manager.

Bamberger outlined for the delegates the plans initiated by publisher Francis S. Murphy of the Hartfor, Conn., *Times* to secure reduced prices generally for motion picture advertisements in newspapers. He discussed also the puzzle contest which is being considered by a number of exhibitors for the Council of Motion Picture Organizations.

Film Cycles

(*Continued from page* 1)

tories of big important features with the same name stars playing the important leads."

Acknowledging that a priority system which the Hollywood producers' organizations might set up could "tip off" rival producers regarding the plans of competitors, Dickson is of the opinion nonetheless that "a leak-proof system might be developed."

Personal Mention

HERBERT J. YATES, Republic Pictures president, is expected to arrive here by plane today from Europe. He is accompanied by WILLIAM SAAL and RICHARD ALTSCHULER.

•

DON PRINCE, RKO Radio Eastern publicity director, left here last night for Chicago, accompanied by JOHN SPRINGER, magazine contact, and JACK HAMILTON, entertainment editor of *Look*.

•

MORT NATHANSON, Eastern director of ad-publicity for Horizon Pictures, has returned here from a 10-day tour of Indianapolis, Kansas City, Memphis, Nashville and Miami.

ROY DISNEY, president of Walt Disney Productions, and CARD WALKER, studio advertising director, left here last night for the Coast.

•

DAN S. TERRELL, head of M-G-M's exploitation activities, will leave here by plane for the Coast today. ARTHUR CANTON, newly appointed Eastern division representative under Terrell's jurisdiction, will leave for the studio on Saturday.

•

GEORGE J. SCHAEFER is due to return to New York today from the Coast, where he spent three weeks.

•

HAROLD MIRISCH, Monogram-Allied Artists vice-president, will leave Hollywood for New York today.

British Theatres Gross

(*Continued from page* 1)

tribution expenses, and 20 per cent, or $6,465,200, was retained by distributors.

The figures for distribution were approximately similar to those for the first half of 1950.

The disparity between the respective percentage increases for exhibition as compared with distribution is due to an increase in average admission prices from 18.3 pence in 1950 to 19.4 pence last year as a result of imposition of the Eady Tax and an increase in the admission tax. It is necessary also to take into consideration the seasonal upturn in business during the period covered by the exhibition statistics.

Exhibition's net take amounted to $49,238,000 for the quarter, which exceeded the previous quarter by approximately $2,800,000. Of the net takings, the exhibitors' share rose from £10,566,000 to £11,315,000.

The Board of Trade made what was admittedly a tentative, one-week sample analysis of admission prices following the Eady Tax levy and the entertainment tax increase, which supports the exhibitors' claim that patrons are drifting to cheaper priced seats.

The report states that during 1951 there were registered with the Board of Trade 114 British feature length films, compared with 123 in 1950. In this regard, it is important to appreciate that a great proportion of those films were second features.

Regarding the position of production at the end of 1951, the report notes that the use of studios owned by the bigger combines was practically unchanged from the previous year, whereas there had been a significant decline during the period in the use of independent studios. The number of employes engaged in first feature production was approximately the same last year as in 1950, with 3,477 fully employed. A slight improvement was discernible in advance bookings of producer-owned studios, the report revealed.

UPT Witnesses

(*Continued from page* 1)

of whether Paramount Pictures controls Allen B. DuMont Television Laboratories.

Klaus Landsberg, general manager of Paramount's Los Angeles television station KTLA, was on the stand today, and should finish his testimony early tomorrow. He is the last Paramount witness on the current phase. Immediately after he finishes, UPT witnesses will take over, discussing the operation of its Chicago television station WBKB.

Landsberg's testimony covered KTLA programming and management. He said that as of Dec. 29, the station had contracted to spend $437,791 on some 500 to 600 films, and was using them at the rate of 25 to 30 features and shorts a week. The large number was made necessary because of regular Saturday and Sunday film shows, he declared.

KTLA is very enthusiastic about the new television code, Landsberg said, adding that it would comply 100 per cent and as a matter of fact had actually been abiding by similar program standards for a long while. He outlined for the Commission various awards received by the station for its programs.

In another development, UPT, ABC, Columbia Broadcasting Co. and Balaban and Katz filed briefs urging Resnick not to permit DuMont to cross-examine the remaining witnesses. They argued DuMont was a party only on the issue of control and not on any of the other questions.

Charges UPT

(*Continued from page* 1)

New York Statutory Court by the Department of Justice, was in support of the government's opposition to UPT's bid for an extension of divestiture time. Hearings on UPT's request for another two years to divest the remaining 198 theatres which it must dispose of under terms of the consent decree will be held here on Friday.

Newsreel Parade

A WIDELY-DIVERSIFIED line-up of subject matter and fighting in Korea are current newsreel highlights. Complete contents follow:

MOVIETONE NEWS, No. 20—Communist trial. Eisenhower welcomes two new flags to SHAPE headquarters. Charles P. Skouras honored during "Brtoherhood Week." Movietone News meets Marshal Tito. Baseball training: N. Y. Yankees, Boston Red Sox. Santa Anita. New York track meet.

NEWS OF THE DAY, No. 254—War picture darkens over Far East. British battle desert storm. U. S. submarine makes dive record. Rio carnival. Eclipse in India. Film producers honored through Eric Johnston. New York Yankees. Seals vs. Penguins. Santa Anita.

PARAMOUNT NEWS, No. 57—$84,000 in turf classic. Films for 1951 acclaimed. Rio carnival. Submarine Flying Fish. Sen. Russell's hat in the ring. Solar eclipse pilgrimage. Sports flashes: Yankees in training.

TELENEWS DIGEST, No. 10A—Scene of POW riot in Korea. Gen. Ridgway raps Korea critics. Dispute over new bullet-proof vest. Rugged winter in Cape Cod. 1,000,000th CARE package delivered in West Berlin. Race horses saved from Russians. Japanese fishermen turn whalers. Rodeo.

UNIVERSAL NEWS, No. 540—Bullet-proof vest. Eric Johnston accepts awards. Mining town moved. Orange battle in Italy. Sports world flashes: Armchair bikes. Track meet. N. Y. Yankees.

WARNER PATHE NEWS, No. 59—Eclipse. Russell a candidate. Fiji troops sail to fight Malaya Reds. Vincent Massey installed as Canadian Governor-general. Marines show new bullet-proof vest. Utah premiere for "Bugles in the Afternoon." Flamingo stakes. Baseball training.

M-G-M Releases

(*Continued from page* 1)

be followed by "Talk About a Stranger" and "When in Rome," are the April releases.

Topping the four May releases will be "Young Man with Ideas," with "Glory Alley," "The Girl in White" and "Skirts Ahoy!," Technicolor musical, scheduled in the three succeedings weeks.

In June there will be "Carbine Williams," followed by "Scaramouche" (Technicolor) and "Hour of 13."

"Lovely to Look At," Technicolor musical, will be the initial July release. "Mr. Congressman" and "Days Before Lent" will follow in order.

"The Devil Makes Three," "Pat & Mike" and "Ivanhoe," in Technicolor, will make up the August trio.

"Quo Vadis" is being given special handling.

Moon Will Assist

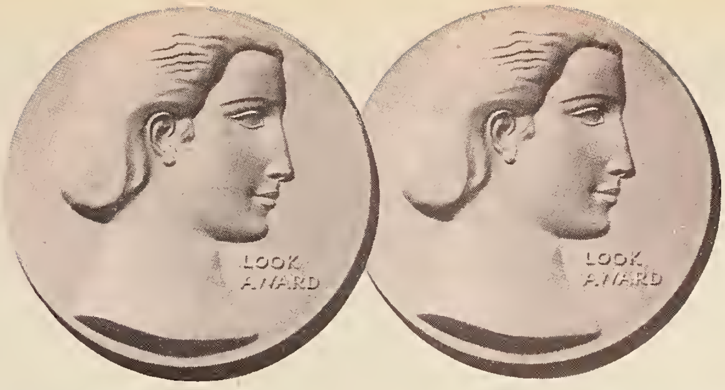
(*Continued from page* 1)

cent resignation. He had been a Universal salesman and branch manager in Detroit between 1921 and 1930. In 1930 he organized Cooperative Theatres of Michigan and headed the organization for many years.

Capital to See 'Steel'

WASHINGTON, March 4.—Charles E. Wilson, head of the Office of Defense Mobilization, will be host at a special screening of Universal-International's "Steel Town" which has color by Technicolor, at the Auditorium of the Motion Picture Association of America tomorrow night.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



LOOK MAGAZINE MEDAL FOR "THE PRODUCER OF THE YEAR" GOES TO M-G-M's ARTHUR FREED

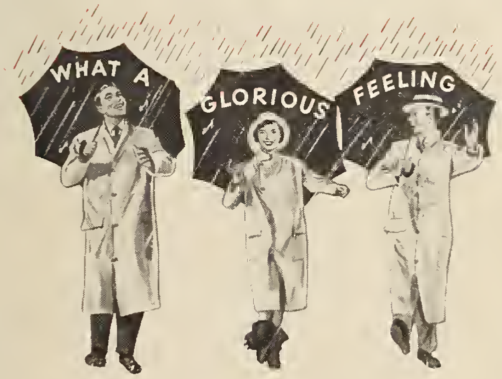
LOOK MAGAZINE SPECIAL AWARD GOES TO M-G-M's GENE KELLY

"THE PRODUCER OF THE YEAR" DOES IT AGAIN!

M-G-M's EASTER GOLDMINE

"SINGIN' IN THE RAIN"

TECHNICOLOR MUSICAL TREASURE



Booked for the Easter Holiday clean-up at Radio City Music Hall and across the nation!

M-G-M presents "SINGIN' IN THE RAIN" starring Gene Kelly • Donald O'Connor • Debbie Reynolds • with Jean Hagen • Millard Mitchell • and Cyd Charisse • Color by Technicolor • Story and Screen Play by Betty Comden and Adolph Green • Lyrics by Arthur Freed • Music by Nacio Herb Brown • Directed by Gene Kelly and Stanley Donen • Produced by Arthur Freed • An M-G-M Picture

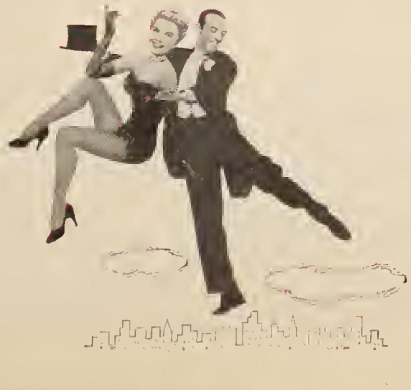
— ★ —

AND AGAIN!

NOW DELIGHTING AMERICA

"THE BELLE OF NEW YORK"

M-G-M TECHNICOLOR JOY



Amazing! Fred Astaire dances on the edge of New York's skyscrapers, taps and teeters from sky-high flagpoles! The greatest screen novelty in years!

M-G-M presents "THE BELLE OF NEW YORK" starring Fred Astaire • Vera-Ellen • Marjorie Main • with Keenan Wynn • Alice Pearce • Clinton Sundberg Gale Robbins • Color by Technicolor • Screen Play by Robert O'Brien and Irving Elinson • Adapted for the Screen by Chester Erskine • From the Play by Hugh Morton • Music by Harry Warren • Lyrics by Johnny Mercer • Directed by Charles Walters • Produced by Arthur Freed • An M-G-M Picture

— ★ —

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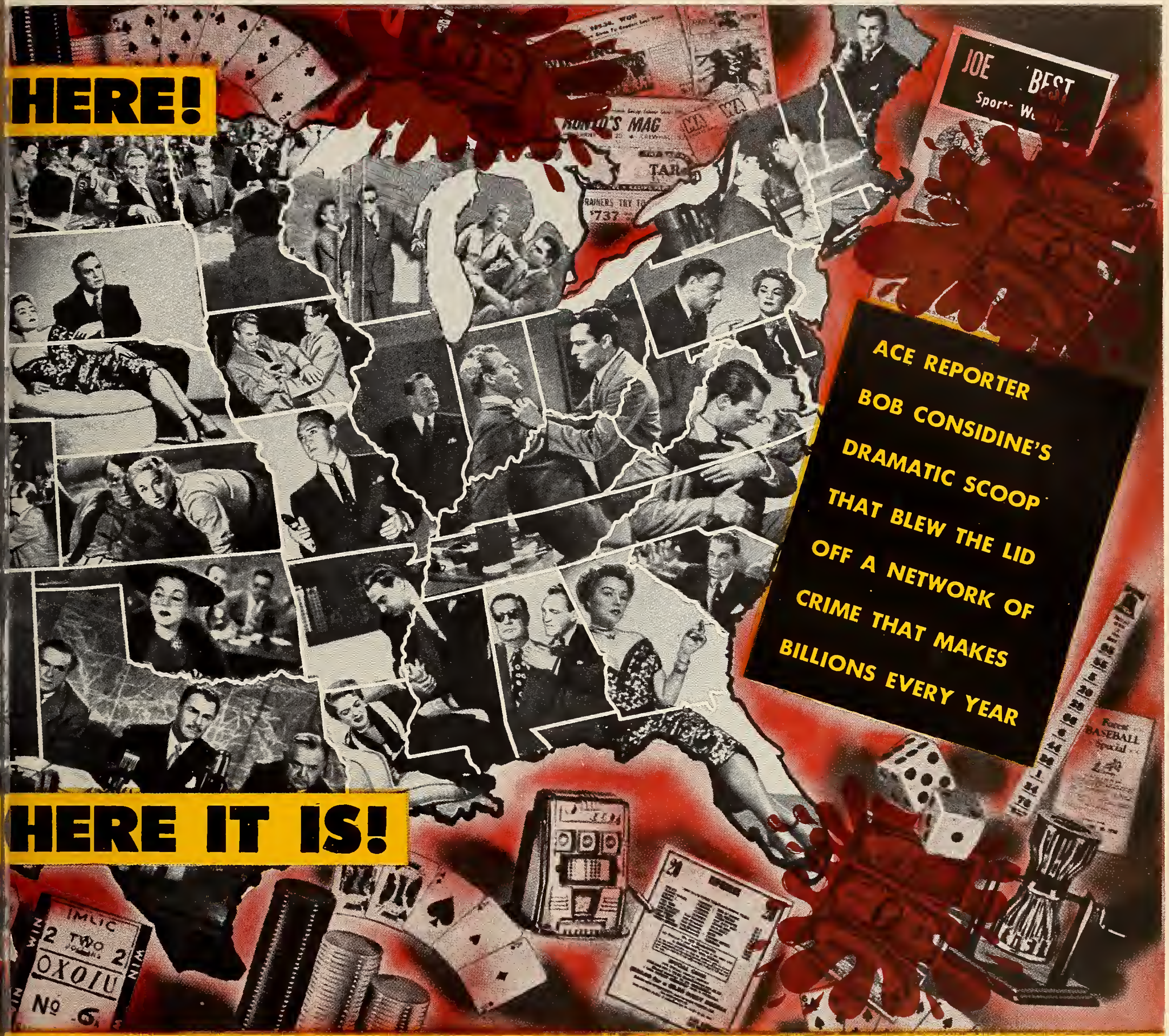
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BOB CONSIDINE'S
DRAMATIC SCOOP
THAT BLEW THE LID
OFF A NETWORK OF
CRIME THAT MAKES
BILLIONS EVERY YEAR

HERE IT IS!

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ERA RALSTON · LUTHER ADLER · JOHN RUSSELL *with* **GENE LOCKHART**

CE MANNING *and* BOB CONSIDINE • *Associate Producer-Director* JOSEPH KANE

Republic Pictures Corporation — Herbert J. Yates, President

Dip in Baseball Business Seen Aiding Theatre TV

The possibility of theatre telecasts of major league baseball games, touched off by the Brooklyn Dodgers home TV deal with Loew's Theatres and M-G-M, was welcomed with reserve in TV quarters here yesterday.

Circuit executives, while acknowledging the box-office potential of exclusive theatre telecasts of games, pointed out that most of the major teams were already committed this season with TV networks. However, they felt that organized baseball, like college football, is faced with the problem of declining stadia receipts since the advent of home television.

O'Malley in Florida

In Florida, Dodgers president Walter F. O'Malley said Loew's Theatres' sponsorship of Happy Felton's Knothole Gang TV pre-game program was significant. He explained that this years' program will be studied to determine whether these groups can coordinate their future plans "to bring at least a portion of the big games to theatre TV screens."

The Felton program will be seen in New York by home TV set owners over WOR-TV prior to each Dodger home game during the forthcoming season. The deal was consummated by the Donahue & Coe advertising agency.

Pathe Video

(Continued from page 1)

Railway Progress, Eells and MacMillen.

It was further disclosed that the television subsidiary will be operated in conjunction with Pathe's own laboratory, studio and financing facilities, including Pathe's large processing plant in the East and the Eagle Lion Studios on the Coast.

Will TV Production Of Goldwyn Film

HOLLYWOOD, March 4.—CBS' Edward R. Murrow will arrive Monday to film the step-by-step account of a big-budget picture production for his "See It Now" network television show Sunday, March 16. Samuel Goldwyn's $4,000,000 color in Technicolor production "Hans Christian Anderson" will be covered by Murrow from Goldwyn's planning desk to the shooting stages.

Clift Accepts Critics' Award for Paramount

CLEVELAND, March 4.—At a Carter Hotel luncheon today, attended by 70 industry members, Montgomery Clift accepted for Paramount Pictures, the Cleveland Critics Circle trophy for "A Place in the Sun" as the best picture of the year.

TV PRODUCERS— LAB. SERVICE
Original Reversal Developing
Reversal Work Prints from Positives
Fine Grain Negatives from Original Reversals
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Television--Radio

Comment and Opinion

THAT color "war" is on again. CBS showed its color system with an RCA tri-color tube instead of the spinning disk at the IRE convention Monday. It didn't take RCA long to recall that, only a few months ago, CBS attributed "inferior picture quality" to the tube which it turned down when offered by RCA. And for a punchline, RCA observes that, tube or not, the CBS system still isn't compatible. All of which supports the argument that the NPA ban on color development is probably a good thing. The industry might as well agree on a color system before it is offered to the public.

☆ ☆ ☆

As might have been expected, Speaker Rayburn's ban on any kind of radio, television or film coverage of House committee hearings has created a furor even though no one questions his legal right to enforce such a blackout.

Complaints range all the way from the charge of censorship to questions of Rayburn's political motives. He was reminded more than once that this is an election year. Two House resolutions were introduced. Both would amend the rules to put broadcast and television coverage up to the individual committees, but there appears to be little enthusiasm among House members to support such changes at present.

CBS president Frank Stanton summed up the industry point of view when he said: "There is no justifiable basis for barring radio and television from committee hearings which are otherwise open to the public. Our democratic system of government is founded on the fullest dissemination of information, and any ruling which thwarts or impairs this flow of information . . . is contrary to our traditional American principles."

☆ ☆ ☆

An excellent job of presenting a show on film is being done by Jack Webb, star and director, and Michael Meskoff, producer of "Dragnet" over NBC-TV. One hears a lot about the special type of editing needed to satisfy TV requirements, but many of the films to be seen give no indication of any such effort. "Dragnet," which dealt with youthful dope addicts last week, succeeded in putting on the screen a tense, well-paced show that combined all the advantages of the motion picture and television. Dialogue was crisp, casting very clever and Webb's matter-of-fact narration underlined the documentary quality. This easily rates among the top crime-thriller shows on TV.

☆ ☆ ☆

After Sam Levenson's humorous immersion in a studio tank on "This Is Show Business" the week before last, it was probably not surprising that this Sunday's show was anti-climactic. This panel program hasn't been its old self for some time, which may be partly due to its tired formula. Show business figures could bring some interesting problems before the panel. Instead, they just come up to perform and provide bait for Levenson and the sarcastic George S. Kaufman. The third panel member Sunday was the charming Bea Lillie, but she wasn't given much of a chance. Clifton Fadiman, the m-c., has done better by the medium.

☆ ☆ ☆

Another panel show, and one with much more zest and originality, is "Songs for Sale" over CBS-TV. The program is attractively put together and based on an intriguing idea, even though the panel of five slows things up a bit. Most of the time they seem singularly agreed on their taste and their criticisms, if any, appear labored. However, the settings for the numbers are elaborately conceived and performances uniformly good. On a night when the TV picture is surprisingly bleak, "Songs for Sale" is a bright spot.

☆ ☆ ☆

Paul A. Walker, 71, with the FCC since its formation in 1934, last week became chairman, taking over from Wayne Coy, resigned. Robert T. Bartley, executive assistant to his uncle, House Speaker Sam Rayburn, has been nominated as a Commissioner. The fact that chairman Walker is particularly interested in telephone company operations may take on added significance when the theatre television hearings get under way.

☆ ☆ ☆

What happened on "Your Show of Shows" Saturday? Beginning to repeat acts already? . . . The second part of Ed Sullivan's tribute to Cole Porter was very effective. What a cast! . . . Leo M. Langlois planning to equip Long Island studios to dub foreign films into English for TV. . . . ABC to broadcast the Academy's "Oscar" presentations March 20. There will be no television.

FRED HIFT

NEWS in Brief . . .

The strike of 20th Century-Fox and Warner home office publicists, scheduled to begin yesterday, was postponed in consequence of a resumption in negotiations, a spokesman for the Screen Publicists Guild (DPOWA, District No. 65) reported.

The spokesman emphasized, however, that the strike vote of the units has not been rescinded. Negotiations are also being pursued by the DPOWA in behalf of Universal, Columbia and United Artists home office publicists.

●

The Protestant Motion Picture Council will honor 20th Century-Fox on March 11 when it will present its 1951 award for the "Picture-of-the-Year" to Darryl F. Zanuck's "David and Bathsheba."

The ceremonies will take place at a luncheon at the Metropolitan Club during which the award will be presented to Spyros P. Skouras, 20th-Fox president, by Dr. Daniel Poling of the Christian Herald Association. Skouras will address more than 100 religious leaders attending the luncheon, on the subject, of "Religion and Motion Pictures."

●

Betty Hutton has been booked for the Palace Theatre here starting April 12.

The booking is for a minimum of four weeks with two shows daily, except on Mondays. All seats will be reserved. Miss Hutton is currently in Korea entertaining troops.

5 Easter Bookings

(Continued from page 1)

pany says will be backed by advertising, publicity and exploitation on an unprecedented scale, are: Leo McCarey's "My Son John," set for the Capitol; Perlberg-Seaton's "Anything Can Happen," scheduled for the Mayfair; William Wyler's "Carrie," tentatively set for the Rivoli; W. Somerset Maugham's "Encore" booked into the Normandie, and Pine-Thomas' "Hong Kong," slated for the Globe.

Sam Friedman, theatrical press agent, and the Lynn Farnol organization have been retained to work on promotion for "My Son John," and Harry Sobol has been assigned to "Anything Can Happen."

Sherman, 57, Leader In Theatre Labor

Harry Sherman, prominent in theatrical labor circles for 40 years, died Monday at his home in Forest Hills, L. I., after a short illness. He was 57.

He is survived by the widow, Ruth, two daughters, Dorothy and Naomi Klein, three brothers, Charles, Benjamin and Isidore, and four grandchildren. Funeral services will be held at 11:30 A.M. tomorrow, at Riverside Memorial Chapel.

TO BE SURE
OF BEST QUALITY and QUICK SERVICE
GET YOUR
MADE-TO-ORDER
TRAILERS FROM FILMACK
2 PLANTS
CHICAGO 5, ILL. 1327 S. Wabash
NEW YORK 18, N. Y. 630 Ninth Aveune

DON'T PLAY "BEND OF THE RIVER"

UNTIL YOU CAN BLOCK OUT THE SAME PLAYING TIME AS "THE EGG AND I"

From Moscow, Idaho to Palm Beach, Florida, despite weather, television, and income tax time, "Bend of the River" is nearing, equalling, and even bettering the fancy 1947 grosses of "The Egg and I." Here are some cross-section examples:

Outgrossing "Egg and I" in:

Lebanon, Pa.	Colonial
Bluefield, W. Va.	Granada
Battle Creek, Mich.	Regent
Williamsport, Pa.	Capitol
Ft. Myers, Fla.	Lee
Mt. Carmel, Ill.	American-Uptown
Edmonton, Alberta	Rialto
Idaho Falls, Idaho	Rio
Twin Falls, Idaho	Orpheum
Billings, Mont.	Fox

Opened bigger than "Egg and I" in:

Vancouver, B. C.	Vogue
Portland, Me.	Civic
Stockton, Calif.	Esquire
Logan, Utah	Capitol
San Jose, Calif.	California
Burlington, Vt.	Strong
Ft. Worth, Tex.	Worth
El Paso, Tex.	Plaza
Staunton, Va.	Visulite
Milford, Pa.	Milford
Lawton, Okla.	Dome

Neck-and-neck with "Egg and I" in:

Philadelphia, Pa.	Goldman
Danville, Ill.	Fischer
Ogden, Utah	Egyptian

...and too many more to list

MEMO

To every exhibitor who's yelled for big pictures with staying power.

When you book "Bend of the River", don't get caught short... Leave plenty of holdover time!

Universal-International
presents

JAMES STEWART · ARTHUR KENNEDY · JULIA ADAMS · ROCK HUDSON
in "BEND OF THE RIVER" color by TECHNICOLOR with Lori Nelson
Jay C. Flippen · Stepin' Fetchit · Screenplay by BORDEN CHASE
Directed by ANTHONY MANN · Produced by AARON ROSENBERG

YOUR NEXT BIG ONE IS ALWAYS THE NEXT ONE FROM 20th CENTURY FOX!

5 FINGERS

The story of the highest paid spy in history!

SHATTERS EVERY RECORD IN THE 25-YEAR HISTORY OF THE ROXY NEW YORK!

THESE *BIG ONES* ARE GETTING THE *BIG CROWDS:*

VIVA ZAPATA!
PHONE CALL from a STRANGER
DECISION BEFORE DAWN
The MODEL and the MARRIAGE BROKER
DAVID AND BATHSHEBA Technicolor
RED SKIES OF MONTANA Technicolor
RETURN of the TEXAN

and the BIG ONE on the way is your Easter Holiday Hit...

WITH A SONG IN MY HEART

Technicolor
THE JANE FROMAN STORY

THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 45 NEW YORK, U.S.A., THURSDAY, MARCH 6, 1952 TEN CENTS

Insider's Outlook

By RED KANN

BEHIND Dick Dickson's report to the TOA board of directors on film cycles and a way of controlling or eliminating them were these facts, limited to the Los Angeles area, in the year 1951, because he knows that stretch of the country best:

In March and April, Los Angeles first-runs played seven Westerns. In three months there were nine musicals. In October and November, houses there ran four detective stories. War pictures hit the deck—and who knows what else?—at the rate of one a month for nine months, except that January had two and three months had none. "Message" pictures totaled 10, and they were spaced about a month apart.

There also was a Shelley Winters season: "Behave Yourself" in September, "Place in the Sun" in November and "Raging Tide" in December. And a Gregory Peck season: "Only the Valiant" in April, "Captain Horatio Hornblower" in August and "David and Bathsheba" in September. Lots of Jane Wyman, too: "Three Guys Named Mike" in February, "Here Comes the Groom" in September and "The Blue Veil" in November.

■

While Dickson cautiously held his findings to his own backyard, there is nothing exclusive about his diggings. The situation, of course, is general throughout the country although the details vary without altering the pattern substantially.

We question if there is any film expert, near or far, who can estimate with a reasonable assurance what such shortsightedness is costing the industry each year. That emboldens us to throw our own idea into the final lines of this column:

It must be in the millions in dollars and anything you want to figure in boredom, impatience and annoyance with an industry that ought to know better. And actually does.

Set Compo Ad Plans At Meeting Today Of MPAA Committee

Two months of planning for the forthcoming second newspaper advertising campaign of the Council of Motion Picture Organizations will be climaxed today at a meeting in the Hotel St. Moritz here of the advertising-publicity directors committee of the Motion Picture Association of America.

The meeting will receive campaign recommendations of a sub-committee which was named to plan layouts and the general format. At a meeting soon of the MPAA board, the ad-publicity directors will submit recommendations

(*Continued on page 7*)

Mich. Allied Board Scores 'Red' Report

DETROIT, March 4.—Vigorous opposition to the report of the House Un-American Activities Committee on Communism in Hollywood was voiced by the Allied Theatres of Michigan board at its meeting here today. Ernest Condon, executive secretary of the organization, declared that there was no evidence at any time of Communist practices entering into any motion pictures and pointed out that certain individuals who were identified with

(*Continued on page 6*)

Johnston Formally Named by Truman

Washington, March 5. — President Truman today formally named Motion Picture Association of America president Eric A. Johnston a member of the Public Advisory Board of the Mutual Security Agency. The Board advises the Agency on policies for the U.S. foreign aid prpogram.

Wooten Again Heads K-M Allied Unit

KANSAS CITY, Mo., March 5.—Jay Wooten was reelected president of the Allied Independent Theatre Owners of Kansas and Missouri at the annual meeting today.

Beverly Miller was elected vice-president, Jay Means was reelected secretary-treasurer and Fred Harpst was again named general manager.

Charles Potter and Beverly Miller were elected to three-year terms on the board for Missouri and Glen Cooper of Dodge City and Ben Spainhour of Greensburg, Kan., were elected to three-year terms representing Kansas. Wooten was named national director of the Kansas-Missouri Allied unit.

Many more drive-in operators were

(*Continued on page 6*)

KC Censors May Inspect Only Questionable Productions

KANSAS CITY, March 5.—The city fathers have under consideration a proposal to end the screening of every picture for censoring purposes and replace that practice with a system whereby only questioned films would have to be inspected and approved by the city's Public Recreation Division. The proposal to drop the expensive reviewing of all films before being shown was disclosed by Dr. Hayes A. Richardson, director of the Welfare Department.

Representatives of film distributors and exhibitors have approved the idea, it is said, exhibitors feeling that there is protection for them in having the city take on the responsibility for controversial films. Censorship, which exists under a city ordinance, is in the hands of Richardson's department.

(*Continued on page 7*)

Asks Divestiture In Phila. Suit

PHILADELPHIA, March 5. — David M. Altman, owner of the Rialto Theatre, today filed a $300,000 triple damage anti-trust suit against major distributors, with the exception of Columbia Pictures, in U. S. District Court here. The Stanley-Warner circuit was also named as a defendant.

(*Continued on page 4*)

B. & K. Video Outlet Profit Tops Million

Debt Slashed, FCC Told At UPT Merger Hearing

WASHINGTON, March 5.—WBKB, the Balaban and Katz television station in Chicago, made a profit in 1950 for the first time since it started operation in 1940, the Federal Communications Commission was told today.

Elmer C. Upton, B. and K. director and secretary-treasurer, testified in the Commission's "catch-all" Paramount hearing that the station's 1950 profit was $652,651. The profit in the first nine months of 1951, he said, was up to $1,227,100. Chicago TV sets increased during the period from 12 in 1941 to almost 1,000,000 by September, 1951, he declared.

Upton said B. and K. through 1949 had advanced $3,172,800 to the TV station operation, and that 1950 and 1951 profits had whittled the outstanding debt to $1,618,214 by September,

(*Continued on page 7*)

Britain Overcoming Its Dollar Deficit

LONDON, March 5. — The sterling area's dollar deficit dropped in February to $65,000,000, the lowest since last June, from $151,000,000 in January.

Further improvements in Britain's dollar position are likely as the new import restrictions become effective.

Seek New Trial in Scott-Lardner Case

HOLLYWOOD, March 5.—Counsel for RKO Radio and 20th Century-Fox today filed a motion for a new trial of the consolidated case in which Federal Judge Ben Harrison recently awarded Adrian Scott and Ring Lardner, Jr., amounts they would have received during the unexpired portion of their contracts terminated by discharge following failure in 1947 to cooperate with the House 'Red' probe.

"'THE AFRICAN QUEEN' WILL RANK WITH THE YEAR'S BEST FILMS!" — Coronet
And with its Biggest Money-Makers . . . thru UA

HUMPHREY KATHARINE
BOGART · HEPBURN
Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR

SEC Reports Greene Shares

WASHINGTON, March 5.—David J. Greene owned or controlled more than 40,000 shares of RKO Theatres Corp. common stock when he became a director in January, he reported to the Securities and Exchange Commission.

Greene personally owned 26,450 shares, while a trust account he controlled owned 12,300 shares, his wife owned 3,000 shares and his children owned 600 shares. A. Louis Oresman owned 16,500 shares and E. C. Raftery owned 100 shares when they became directors, the Commission was told.

The reports were listed in the latest SEC summary of stock holdings and trading by officers and directors of film companies. The summary covers reports submitted between Jan. 11 and Feb. 10.

Paramount Pictures president Barney Balaban reported giving away 1,500 shares of Paramount common, leaving 28,500 shares. Columbia Pictures president Harry Cohn gave away 988 common shares and acquired 3,079 shares as a stock dividend, boosting his holdings to 125,278 shares of common, plus 400 preferred shares.

William B. Hurlbut, director of Monogram Pictures, sold 600 shares of Monogram common in three transactions, dropping his holding to 2,429 shares. Trans Lux Corp. director Herbert E. Herrman bought 1,000 shares of his firm's common, his total holdings.

'African Queen' in Four Move-overs

United Artists' "African Queen" has been given move-overs in St. Louis, Cleveland, Buffalo and Cincinnati, it was disclosed here by William J. Heineman, UA vice-president in charge of distribution.

In St. Louis, the S.P. Eagle Horizon-Romulus production switches to the Orpheum for a third week after two weeks at Loew's State. In Cleveland, it moves into the Ohio Theatre for its third week following two at Loew's State. Following its second week at Loew's Shea in Buffalo, the John Huston film goes into the Tech Theatre for a third. In Cincinnati, it shifts to the Lyric following an initial stanza at the RKO Palace.

Eidophor Now Due Here by March 15

Twentieth Century-Fox's Swiss CBS Ediphor color theatre television equipment is now due to arrive in this country from Zurich on March 15 by air freight, it was disclosed here yesterday by Earl Sponable, 20th-Fox research director.

Sponable, who said that no specific date has been set as yet for the demonstration here, expects that it would be held sometime this month or early April.

Try Art Film Policy

BOSTON, March 5.—The American Theatre Corp. is testing a new policy in many suburban houses, playing art pictures on Wednesdays.

Personal Mention

JAMES MULVEY, president of Samuel Goldwyn Productions, is due back in New York from the Coast at the weekend.

•

NAT LEVY, RKO Radio Eastern division sales manager, became a grandfather this week when his daughter, MRS. GEORGE PAGER, gave birth to a daughter at Kew Gardens General Hospital. The baby was named DALE MARJORIE.

•

JOHN BURROWS, president of the Monogram Studio Club and employed in the studio's production department, will be released over the weekend from Cedars of Lebanon Hospital in Hollywood, where he has been ill for the past month.

•

JOSEPH G. SAMARTANO, who was Loew's city manager in Baltimore and previously managed Loew's State in Providence, has been appointed assistant vice-president of the Columbia National Bank of Providence.

•

BEN ROSE, in New York for conferences on Eternal Film product, which he will handle in the United Kingdom and Europe, will return to London Saturday.

•

RICHARD WIDMARK will make a special radio appearance Sunday for the United Jewish Appeal in an original drama on CBS.

•

JACK H. LEVIN, head of Levin Associates, national survey and checking company, returned here from Pittsburgh yesterday.

•

JOE HOMLER, head of M-G-M's still department at the home office, has returned to his desk after a long illness. long illness.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, London, arrived here last night from Australia.

•

JEROME J. COHEN, industry insurance specialist, will celebrate his birthday Saturday.

•

NED E. DEPINET, RKO Pictures president, who is in Hollywood from New York, will vacation in Phoenix, Ariz., before returning here at the end of the month.

•

RUSSELL BRODY, formerly assistant manager of the Paramount Theatre in Newton, Mass., has succeeded MARIO POTO as treasurer of the Metropolitan Theatre in Boston. POTO was recently named managing director of the Newton Paramount.

•

F. J. A. MCCARTHY, Universal's Southern and Canadian sales manager, became a grandfather late last week when his daughter, MRS. JAMES TRACY RONAN, gave birth to a girl in Salem, Mass.

•

MORTON SUNSHINE, editor of the *Independent Film Journal* here, and MRS. SUNSHINE, have announced the birth of a third son, STEPHEN, on Saturday at Nassau Hospital, Long Island.

•

JACK HIRSHBERG, publicity representative for the William Perlberg-George Seaton unit at Paramount, has arrived here from the Coast.

•

VINCENT TRIPODI, assistant manager of Loew's Theatre, Dayton, and his wife announce the birth of a girl, CHERYL LYNN.

•

ROBERT BERENSON, press book writer for Columbia Pictures, will join the CBS-TV publicity department on Monday.

•

WILBUR SNAPER, president of national Allied, will return here tomorrow from Kansas City.

•

RENATO GUALINO, head of Italian Film Export, is confined to his New York hotel with a cold.

•

HYATT DAAB, press representative for David Selznick, is in New York from the Coast.

•

JULES LEVEY returned here from Florida yesterday.

AMPA Tribute to Art Men Today

Associated Motion Picture Advertisers will hold a luncheon-meeting today at the Hotel Piccadilly here in tribute to the art directors and artists of film company advertising departments and advertising agencies for motion pictures. William Schneider, vice-president of Donahue and Coe, and Roy Tillotson, president of the Art Directors Club of New York, will be the principal speakers, it was announced by Harry K. McWilliams, AMPA president.

Rank Film Opens Today

"Kisenga, Man of Africa", J. Arthur Rank British-made production, with color in Technicolor, will open at New York's Holiday Theatre today. It is being distributed in this country by International Releasing Organization, Inc.

2 Theatre Veterans Die in Chicago

CHICAGO, March 5.—Two veterans from show business in Chicago, Jack Stern of the Park Manor theatre and Charles T. McBreen, 64, stage door man at the Chicago theatre, passed away here in the last few days. Stern is survived by two sisters and by three brothers, Charles, Henry and Joseph, who operate theatres here. McBreen leaves the widow Mary, a daughter and a son Charles, who is secretary to John Balaban, and eight grand children.

Correction

Claude Binyon directed Paramount's "Aaron Slick from Pumpkin Crick," not Arthur Jacobson, as reported in MOTION PICTURE DAILY'S review. Jacobson was assistant to producers William Perlberg and George Seaton.

M. Elliman of Ireland Dies

DUBLIN, March 5 (By Cable).—Funeral services were held for Maurice Elliman, vice-chairman of Odeon Theatres of Ireland, Ltd., and "father of the film trade" here, who died Sunday night.

The Lord Mayor of Dublin, a personal representative of President Sean T. O'Kelly of Ireland, other civic dignitaries and representatives of the Irish film trade were at the funeral.

Elliman came to Dublin from Riga, Latvia in the 1900's at the age of 16 as a member of a travelling show. He remained to become one of the first to bring motion pictures to this country. In 1910 he opened one of the first Dublin film theatres, which later became part of the circuit known as Dublin Cinematograph Co. In 1939, Elliman acquired five first-runs in Dublin, others in Cork and Limerick, and in 1946 he and his companies became associated with the J. Arthur Rank Organization under the title Odeon of Ireland, Ltd.

NY Censors to Get Brief on 'Latuko'

A brief arguing against any revisions in "Latuko" is being prepared here by the American Museum of Natural History, sponsors of the African documentary, for submission to the Motion Picture Division of the State Board of Education of New York, the censoring agency in the state, it was learned here yesterday.

Wayne Faune, assistant director of the Museum, said the brief would be submitted in Albany tomorrow. The state censor board has asked for certain revisions in the film, being distributed theatrically by Producers Representatives, Inc., before its release in New York State. Objections center around the nudity of natives depicted in the film.

9% of E. K. Sales To M. P. Industry

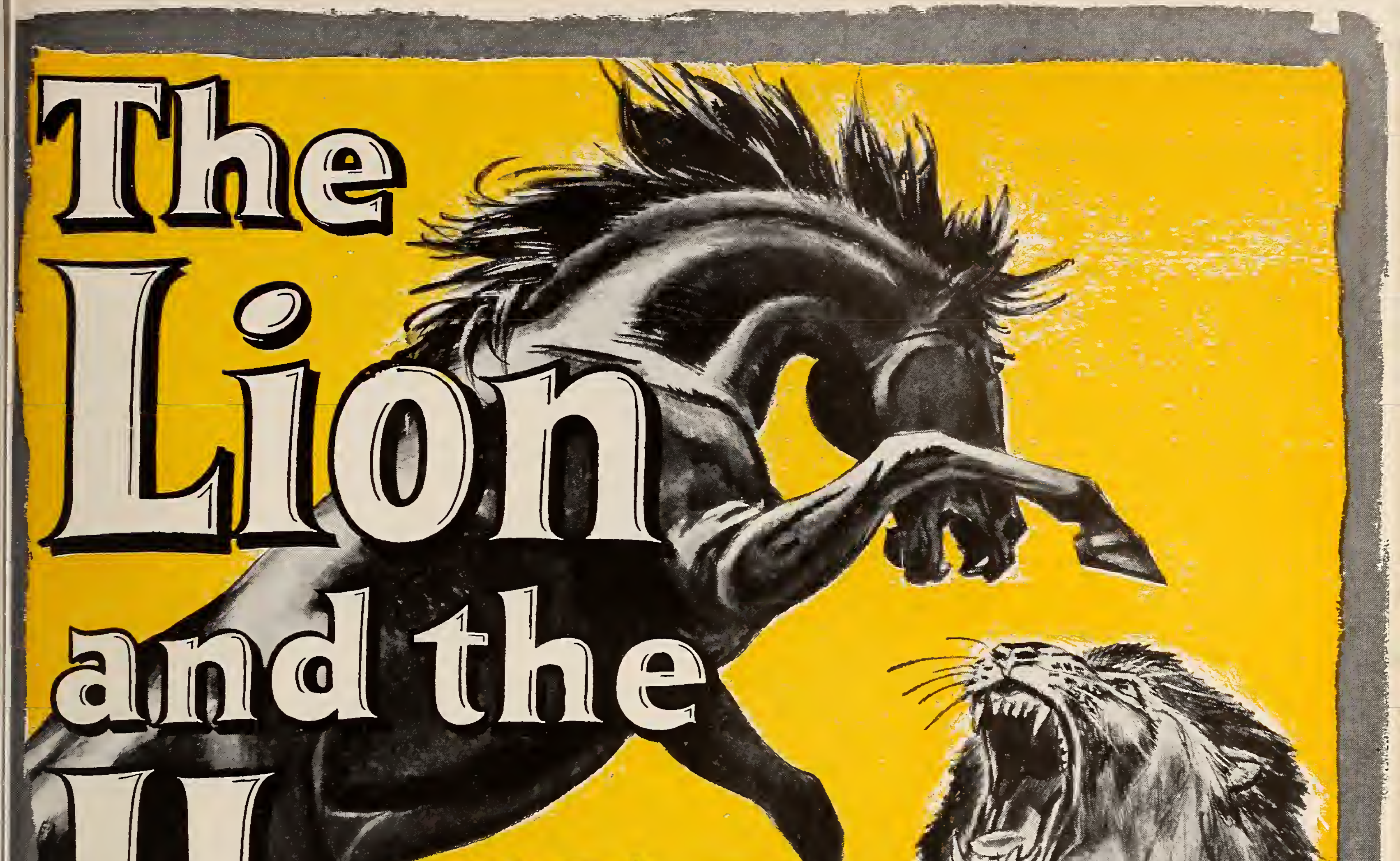
ROCHESTER, March 5.—Professional motion pictures film sales represented nine per cent of all of Eastman Kodak's business during 1951, it was disclosed in an annual report by Perley S. Wilcox, chairman, and Thomas J. Hargrave, president of the company.

The report for the year listed a net sales of $542,284,510, 18½ per cent over last year, and the largest in the company's history. Sales in 1950 were $457,778,775. However, net earnings declined 21%, to $49,025,906, from $61,858,957, due to higher taxes which in 1951 were 37 per cent over 1950.

Crandall Services

HOLLYWOOD, March 5.—Services will be held here Friday morning at Edwards Brothers Chapel for Clyde Wellington Crandall, 69, who died yesterday following a brief illness. The veteran showman, who had been secretary-treasurer of Preferred Theatres Corp. for the past 25 years, is survived by the widow, a son, two brothers and three grandchildren.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


The Lion and the Horse
COLOR BY
WARNERCOLOR

A BIG NEW SHOWMANSHIP 'FIRST'
IS COMING FROM WARNER BROS!
TRADE SHOWINGS SOON!

$1,050,000Suit Filed in Kansas

KANSAS CITY, Kan., March 5.—A triple damage anti-trust suit seeking $1,050,000 was filed here in U. S. District Court by W. D. Fulton, owner of the Avenue Theatre, against major distributors.

In his petition, Fulton claims to have lost $50,000 in profits, assets and goodwill since becoming owner in 1946 due to what he said was the unfair preference given to theatres in Kansas City, Mo.

The following were named defendants: Loew's, Paramount Film Distributing Corp., Paramount Pictures, RKO Radio Pictures, Inc., RKO Pictures Corp., Warner Brothers, United Artists, and Columbia Pictures.

Philadelphia Suit

(*Continued from page* 1)

Altman requested in addition to the damages, that Warner be compelled to divest completely any property interests in the three theatres they now own, control or operate in the Germantown area, the Sedgwick, Colonial and Orpheum. The disvestiture request is believed to be the first civil case in this area in which specific theatres were named to be divested.

Cites Decree

Citing the decree in the Paramount case, Altman charged that the defendants had conspired to prevent his Rialto theatre from receiving major films for as long as 30 to 45 days from the date of exhibition in Germantown key-runs operated by Warner, in violation of the clearance provisions in the industry decree. He asked an injunction against the defendants to compel them to license films to the Rialto on a key-run basis, in addition to the monetary damages of $100,000, trebled, alleged to have been suffered by the Rialto when it was forced to play product late. The plaintiff's counsel is Alfred M. Klein.

Gosch Suit Settled

HOLLYWOOD, March 5.—The $1,000,000 libel suit filed by theatrical producer Martin Gosch charging that Mrs. Lela Rogers damaged Emmett Lavery's play, "Gentlemen from Athens," which he was to produce on a radio broadcast four years ago, was settled out of court for an undisclosed amount. Lavery recently won a parallel suit.

May License N.Y. Agents

ALBANY, N. Y., March 5.—A bill has been introduced by Assemblyman Elijah Crump, New York City, amending the general business law to provide for the licensing by the Department of State of managers and agents for actors and artists in motion pictures, television, radio, legitimate stage and other amusement enterprises.

O'Driscoll to PSI

Francis A. O'Driscoll has been appointed to the sales staff of Prockter Syndications International, Inc., it was announced here by Andrew Jaeger, vice president and general manager. Formerly with Harry S. Goodman, Inc., and Louis G. Cowan, Inc. Radio and TV Productions, O'Driscoll will cover the East Coast for PSI.

Reviews

"Steel Town"

(*Universal-International*)

A ROMANTIC TRIANGLE is projected against the muscular background of steel-making in "Steel Town." The picture is a brisk, engrossing affair, with box-office qualities enhanced with color by Technicolor. Considerable footage was shot at the Kaiser Steel Mills in Fontana, Cal., thus endowing the picture with an interesting documentary flavor. Enjoying the leads in this Leonard Goldstein production are Ann Sheridan, John Lund and Howard Duff. It is a mixture of popular ingredients that should easily please the general patron.

Lund plays the cocky nephew of the head of the steel mill. Setting out to learn the business from the ground up he forthwith alienates co-workers on the blast furnace crew, and among them is Duff, boy friend of Miss Sheridan. To further widen the breach, Lund makes a play for Miss Sheridan.

The screenplay, by Gerald Drayson Adams and Lou Breslow, develops along conventional lines with conflicts and tensions being built up gradually. One day on the job Miss Sheridan's father, William Harrigan, has a heart attack and Lund springs to his aid. In the meantime the furnace is left unattended and blame is wrongfully placed on Lund. Furthermore, he is held accountable when his crew loses the production sweepstakes.

Lund finally proves his real character when he again rescues Miss Sheridan's father after he falls into a huge container about to receive molten steel. The heroic act wins him the respect of his co-workers as well as the love of Miss Sheridan. All ends on a note of hope and happiness.

George Sherman directed.

Running time, 85½ minutes. General audience classification. March release.

MANDEL HERBSTMAN

"Rose of Cimarron"

(*Alperson—20th Century-Fox*)

A REPRESENTATIVE of the so-called weaker sex holds up the Western tradition in "Rose of Cimarron." Mala Powers plays a wild, dashing young lady who sets out to avenge the murder of her Cherokee parents by a group of bandits headed by Bill Williams. Miss Powers is actually a white girl but as an infant she was adopted by the Cherokee family following the killing of her parents by marauding Commanches.

An Edward L. Alperson production released through 20th Century-Fox, the picture is conventional in style but has the benfit of color in Natural Color and some rousing action scenes.

On the trail of the murderers, Miss Powers seeks the aid of the town marshal, Jack Beutel, and a romance eventually develops between the pair. As the screenplay by Maurice Geraghty proceeds there is the usual gunplay, hard riding and intrigue. Miss Powers kills two of the outlaws and is arrested for murder. In the meantime, Williams, in the guise of a friend, helps her to escape so that he may finish her off in his own way.

Harry Keller's direction has very little lag in action. The finale sees the marshal in full pursuit of the villain with the latter plunging to his doom over a cliff. An Alco production, it should keep the fans satisfied.

Running time, 72 minutes. General audience classification. For April release.

M. HERBSTMAN

Josephy on Tour for UA's 'Captive City'

Alvin Josephy, Jr., *Time* magazine editor whose story of a newsman's efforts to rid a city of a national crime syndicate is told in "The Captive City," launches a national tour on April 8 in behalf of the forthcoming United Artists release in which Sen. Estes Kefauver appears, it was announced today by Francis M. Winikus, UA national director of advertising, publicity and exploitation.

Josephy, a nationally-known crime reporter, will meet exhibitors, newspapermen, radio and TV programmers and key civic and community officials in most major UA exchange cities.

British Color Films Up

The present upsurge of color production in Hollywood is being paralleled in England with British film studios carrying their heaviest color schedules in years. The J. Arthur Rank Organization is the greatest user of color with five films in various stages of completion.

Screen Rights to RKO

RKO Radio has acquired screen rights to "I Capture the Castle," novel by Dodie Smith, and assigned this romantic drama to an important place on the 1952 production schedule.

'Life' Spread for Col. UPA Cartoon

Life magazine hits the stands today with a four-page color spread on "Rooty Toot Toot," Columbia's seven minute UPA color in Technicolor cartoon.

This makes the second time in 14 months Columbia has captured a *Life* spread with one of its UPA cartoon shorts. A year ago January it was "Gerald McBoing Boing," which went on to win an "Oscar." "Rooty Toot Toot," based on the folk song "Frankie and Johnnie" and done in ballet form, has been nominated in this year's Academy Award competition.

New Orleans Leads in Ned Depinet Drive

The New Orleans exchange holds the lead at the close of the 10th week of the Ned Depinet 1952 Drive, Robert Mochrie, RKO Radio vice-president and general sales manager, has announced. This is the third successive week that the 1950 winners have held top place.

Second position goes to Sioux Falls, with Omaha third and Boston fourth. This is the first time this year that Boston has been in one of the top positions. In Canada, Montreal leads, trailed by Winnipeg.

89 'Vadis 'Bids Set for March

M-G-M has lined up 89 engagements of "Quo Vadis" for March, this number to be supplemented daily by bids approved by the home office, it was revealed by the company. Up until March 1, there had been 76 openings of the picture, the bulk of which are still current, several being in their third and fourth months. The combined figures show that 165 openings have either been held or scheduled through March.

For the week of March 7, there are now scheduled 18 premieres in as many cities; for the week of March 14, 25 openings are set; for the week of March 21 the total is 35, and for the week of March 28, 11 are slated to open. M-G-M estimates that there will be more than 100 openings this month.

Doob, Emerling, Dowden Map 'Vadis' Send-off

Preparing for "the biggest concentrated promotional campaign that ever launched a motion picture" in Loew's neighborhoods here, Oscar Doob, Ernie Emerling and Eddie Dowden of Loew's executive staff, are holding daily meetings this week with division managers and managers of the New York circuit on "Quo Vadis," openings.

Wayne and Fellows In Deal with W.B.

HOLLYWOOD, March 5.—Consummation of a deal under the terms of which Warner Brothers will release the John Wayne starring vehicle, "Jim McLain," was announced here today by Jack L. Warner, WB executive producer. Wayne will produce "Jim McLain" in association with Robert Fellows, the first in a series to be produced by the two for Warners. The new deal is in addition to Wayne's earlier contract with Warners for one picture a year.

New Adamson Drive-in

PORTLAND, ORE.—March 5.—Adamson Theatre Co. will shortly start work on its second drive-in theatre near Vancouver, Wash. It will have a 500-car capacity. The circuit operates the Broadway, Mission and State and also the Renfro drive-in in Vancouver. These are in addition to several theatres in Oregon.

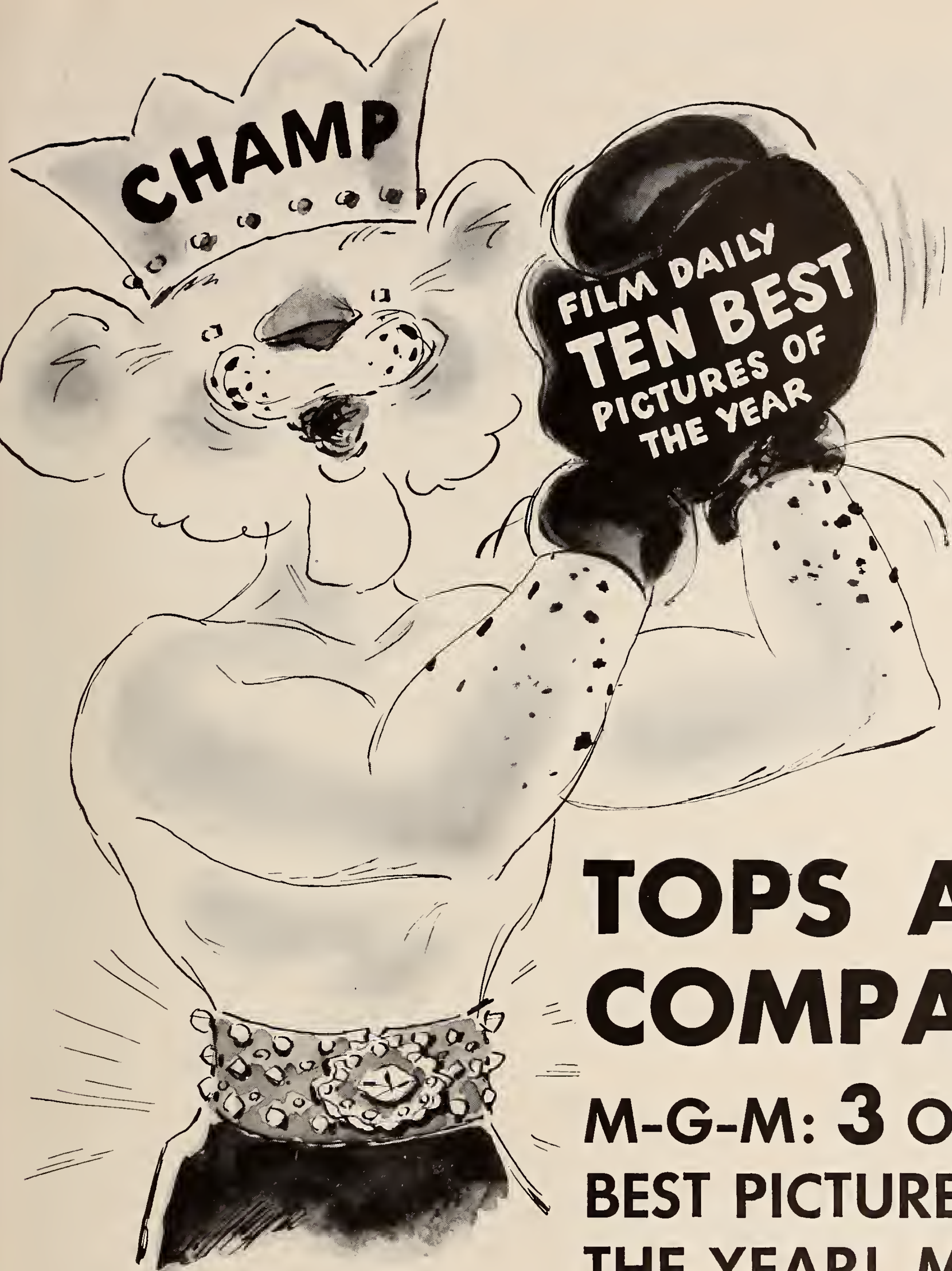
New Canadian Holiday

TORONTO, March 5.—Canada's theatres will have the benefit of another legal holidav, the federal government having formally established the birthday of Queen Elizabeth II on April 21 as a statutory holiday. The birthday of the late King George VI fell in December but was semi-officially observed in June.

Ohio Town Repeals Tax

BUCYRUS, O., March 5.—The City Council has repealed the local three per cent admission tax, in effect since October, 1947. The measure had for some time been strenuously opposed by theatre, church and school.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.



TOPS ALL COMPANIES!

M-G-M: 3 OUT OF 10 BEST PICTURES OF THE YEAR! MORE THAN ANY COMPANY!

One award after another and now the nation's press and radio honor M-G-M in Film Daily survey, selecting:

"QUO VADIS" *(Tech.)*
"AN AMERICAN IN PARIS" *(Tech.)*
"THE GREAT CARUSO" *(Tech.)*

TRULY THE MOST HONORED COMPANY!

Forecast For Next Year's Top Pictures!

"Singin' In The Rain" *(Tech.)*
"The Wild North" *(New Ansco Color)*
"The Belle of New York" *(Tech.)*
"Skirts Ahoy!" *(Tech.)*
"Scaramouche" *(Tech.)*
"Ivanhoe" *(Tech.)*
"Lovely To Look At" *(Tech.)*
"Carbine Williams"
"The Merry Widow" *(Tech.)*
"Because You're Mine" *(Tech.)*
"One Piece Bathing Suit" *(Tech.)*

Golden Reports US Films Lose Ground

WASHINGTON, March 5. — German product is cutting into the market for U.S. films in Luxembourg, Commerce Department film chief Nathan D. Golden reports.

In the immediate post-war years, U.S. films accounted for about 80 to 90 per cent of 300 to 400 features required in the country annually, Golden said. At present, U.S. features account for only about 38 per cent, with German and Austrian films moving in, he declared.

Popularity of German films was said to be due in part to the fact that "U.S. films are more expensive and sales conditions are relatively unfavorable." Golden said that U.S. distributors not only ask higher prices for films but "often insist that U.S. films be accepted in blocks made up of a mixture of good and average films." Another reason given for the advance of German and Austrian films is familiarity in Luxembourg with the languages.

Hudson Resigns Post

DETROIT, March 5.—Earl J. Hudson, president of United Detroit Theatres, has resigned as chief barker of the Detroit Variety Club. Adolph Goldberg of Community Theatres will replace him in the post. Hudson resigned because of the many other charitable activities to which he devotes much of his time. He is also vice-president of the Cerebral Palsy Fund.

Review

"Never Take No for An Answer"

(Souvaine Selective Pictures)

A BEGUILING youngster named Vittorio Manunta turns in a first-rate performance as a war orphan of the Italian town of Assisi who demonstrates that faith and perseverance can circumvent any obstacle in the path toward a desired goal. The goal set up for the eight-year-old lad in this story by Paul Gallico, which a British company headed by Anthony Havelock-Allen produced in Italy with a British, American and Italian cast, is an audience with the Pope in the Vatican. Steeped in religious faith and the kind of courage that grows out of it, "Never Take No for An Answer" is at the same time a story of affection—the affection the boy holds for a donkey, his partner in the business of transporting bundles and the handling of other odd jobs, by which they earn a meager livelihood.

When Vittorio's donkey falls ill, the lad seeks to take the animal into the tomb of St. Francis of Assisi in the belief that it will be made well through the Saint's intercession. A wall would have to be broken down to admit the animal, and the local priests bar this notwithstanding their love of the boy and their admiration for his display of faith. Vittorio then decides to go to the "top"—to the Pope himself—to secure permission to have the wall removed. Of course, in Rome the Vatican guards bar his entry. But he does get to visit the Pope who gives him a letter which grants the necessary permission. Accident plays a large part in bringing about the audience with the Holy Father, but no greater part than Vittorio's perseverance.

The Vatican episode provides the camera with many accepted opportunities to dwell upon interior and exterior architecture of the edifice, statuary and various other works of religious art. It is to be regretted that this part of the film was not made in color, although the camerawork is by no means wanting in other respects. The photography of Robert Day is remarkably rewarding too when it focuses on life in and around Assisi. Basically, this is a picture for so-called "art houses," although, by virtue of its all-English sound-track, it could meet with good audience reception at certain regular theatres, particularly neighborhood houses.

Maurice Cloche and Ralph Smart directed, from a screenplay by Paul and Pauline Gallico. The large cast includes Denis O'Dea, Guido Celano, Nerio Bernardi, Harry Weedon, Edward Hitchcock and Frank Coulson.

Running time, 82 minutes. General audience classification. Release date, not set.

CHARLES L. FRANKE

The need for copper scrap is urgent.
SAVE THOSE COPPER DRIPPINGS.

TODAY . . . .

AMPA

SALUTE to ART DIRECTORS and Advertising ARTISTS of the Motion Picture Industry.

SPEAKERS

- WILLIAM SCHNEIDER, Pres. Society of Illustrators and creative director of art and copy, Donahue & Coe.
- ROY TILLOTSON, Pres. of Art Directors Club of N. Y. and Art Director, Union Carbide and Carbon Co.

Master of Ceremonies, VINCENT TROTTA

GEORGIAN ROOM • HOTEL PICCADILLY
227 W. 45th St. Luncheon 12:30 P.M.

Come Early for
SPECIAL ART EXHIBITION
created by artists—both professional and amateur of our industry.

Ohio Exhibitor Unit Asks Apr. Star Tours

COLUMBUS, O., March 5. — Robert Wile, secretary of the Independent Theatre Owners of Ohio, has applied for "Movietime U.S.A." star tours for the Cleveland exchange area during the week of April 13 and the Cincinnati area for the week of April 27.

$74,000 for 'Snow White'

BOSTON, March 5.—The third and final week of the re-release engagement of Walt Disney's "Snow White and the Seven Dwarfs" closed last night at the RKO Memorial Theatre with a gross of $17,000. The first week's gross was $31,000, and the second week's was $26,000, for a three weeks' total of $74,000.

RKO House Record

CINCINNATI, March 5.—With "Purple Heart Diary" on the screen, and Dean Martin and Jerry Lewis heading a stage show, the RKO Albee here grossed $52,000 for a three-day period at a $1.50 scale throughout the engagement, breaking an all-time record for any theatre in this territory.

$3,206 'Retreat' Gross

ST. LOUIS, March 5.—Biggest opening business in three months was recorded by "Retreat, Hell!", a United States Pictures production for Warner Brothers, at the Fox Theatre here. The film did $3,206 on the opening day.

$16,000 for 'Dreams'

TORONTO, March 5.—Warner Brothers' "I'll See You in My Dreams," which opened big Saturday at Shea's Theatre, is expected to do a robust $16,000 for its initial week.

Mich. Allied

(*Continued from page* 1)

Communistic activity were discharged immediately.

A complete report on the New York meeting of the Council of Motion Picture Organizations was presented by Allen Johnson, Allied national representative.

J. J. Lee of 20th-Fox

The board meeting was attended by distribution representatives and exchange managers. J. J. Lee of 20th-Fox said his exchange would support any constructive program which members of Allied encouraged and produced. Frank Downey of M-G-M promised Allied his company would extend all aid needed to carry the COMPO message to all of its members in Michigan. Maurice Simon, Paramount exchange manager, pledged the aid of Paramount in any constructive plan for advancement of motion picture industry activities.

Conlon gave a report on the efforts of Ann Arbor officials to amend the city charter to grant aldermen of the city power to impose an excise tax on film and other entertainment admissions. Conlon said Allied is vigorously opposing the proposal which will go on the ballot April 7.

Commented on Rate Hike

Conlon, commenting on the film truck service rate hike said he anticipated that soon exhibitors would be in a position to enjoy the facilities of another trucking firm distributing film in certain Michigan districts.

Nothing on the suit filed by Allied against film truckers has been reported but it is presumed that the Michigan Public Service Commission would set a time and place for a hearing in the very near future.

The next board of directors meeting was called for April 2.

Wooten Again Head

(*Continued from page* 1)

able to reach the city today when highways had become passable after the snow storm and attendance was greatly augmented.

Technical matters in maintaining drive-ins, including surfaces, weed control, income tax reports, insurance, were discussed.

Ben Marcus, treasurer of National Allied spoke, urging that buying routines be somehow so changed that exhibitors may not spend most of their time and energy buying, but can devote that to the seriously needed job of exploiting what they buy. Net profits mean more than cost, he said, and exploitation must win the profits.

Concessions were thoroughly discussed by several speakers.

Aid Red Cross Drive

Sigmund Gottlober, executive secretary of the Foreign Language Press Film Critics Circle and chairman of the foreign language press division of New York City's current Red Cross fund drive has formed a special committee to assist with the drive. Critic members of the commitee are: W. Borzecki of the *Polish World;* F. Cantelmo of *Il Progresso;* Andrew J. Valuchek of *New Yorksky Dennik* and Dr. Jay Wu of the *China Tribune.*

The need for copper scrap is urgent
SAVE THOSE COPPER DRIPPINGS.

Change in COMPO Board Recorded

ALBANY, N. Y., March 5.—The Council of Motion Picture Organizations has recorded with the Secretary of State a certificate showing it had changed the number of directors from not less than 10 and not more than 24 to not less than 20 and not more than 75.

An affidavit by Arthur L. Mayer, executive vice-president, and Sidney Schreiber, secretary, sets forth that they had been authorized to execute and file the certificate for the change by the concurring vote of the majority of members of the organization present at the meeting held in the Beverly Hills Hotel, Beverly Hills, Cal., on July 23, 1951. This was the change authorized in the COMPO by-laws.

Para. Publicists Pact Awaits New Gradings

Signing of a new agreement on wage increases for Paramount home office publicists is awaiting settlement of new job classifications for such employes in the foreign department, it was indicated here. IATSE Motion Picture Home Office Employes Local No. H-63 negotiators and company officials are meeting daily to work out this phase of the impending contract.

H-63, meanwhile, is reported to be close to a contract with RKO Service Corp. which would give the circuit's home office "white collar" workers a $10 to $13 pay hike.

Stoddard, Govan in New Circuit Posts

BOSTON, March 5.—Chester Stoddard will relinquish the duties of head film buyer and booker for New England Theatres Corp. and Jerry Govan will take over that post while Stoddard will operate New England's theatres in the North Shore area of Massachusetts. Govan's assistants will be William Romanoff and George Moffit.

Rose Named Chicago Tent Doughguy

CHICAGO, March 5.—Jack Rose of the Amanta and Rose theatre circuit has been elected doughguy of the Variety Club of Illinois, replacing Ted Reisch, who leaves this week to take over as branch manager of the Universal-International San Francisco exchange. At the same time, Irwin Joseph was appointed chairman of the annual Variety Club golf tournament.

SAG-ATFP Meet Set

HOLLYWOOD, March 5.—Screen Actors Guild's invitation to the Alliance of Television Film Producers to discuss wages and conditions for television has been accepted, with the initial meeting between representatives of the two organizations scheduled for March 17.

Stage Shows at Warner

The Warner Theatre here plans to resume stage shows with its regular film fare beginning April 7 with the opening of "Jack and the Beanstalk," starring Bud Abbott and Lou Costello.

The need for copper scrap is urgent. SAVE THOSE COPPER DRIPPINGS.

B. and K. Video Outlet Profit

(*Continued from page* 1)

1951. This amount will be repaid, he declared, if the proposed merger between United Paramount Theatres and American Broadcasting Co. should fall through and WBKB not be sold to CBS. If the station is sold for the $6,000,000 agreed-on price, the still outstanding debt would not be repaid, he said.

Part of the merger deal envisages the sale of WBKB to CBS, since ABC owns a Chicago TV station which the merged company would keep and since a firm cannot own two stations in the same city.

Goldberg Testified

Arthur A. Goldberg, B. and K. counsel and vice-president, testified on the Chicago exhibition situation, with special reference to the situation following the Jackson Park decision. He said B. and K. was named in 70 of 531 anti-trust suits brought against Paramount Pictures, and that most of those in which it was named came after the jury verdict in the Jackson Park case. He told FCC hearing examiner Leo Resnick that B. and K. had stopped by 1946 all of the trade practices enjoined by the Supreme Court in 1948, and had actually given some up as early as 1940 and 1941.

Last Paramount Witness

The last Paramount Pictures witness, Klaus Landsberg, general manager of Los Angeles TV station KTLA, wound up his testimony this morning. FCC counsel Frederick Ford then asked that John Hertz and other Paramount Pictures directors be required to appear for questioning on their background and fitness to be licensees. Paramount counsel Paul Porter objected, declaring he did not see how their appearance on the stand would add anything to the hearings. As a compromise, he promised to submit interrogatories to the directors and make the results available as part of the record of the FCC proceedings.

Memphis Enlarges Film Censor Board

MEMPHIS, March 5.—The city today enlarged its board of film censors from three to five.

New members named by Mayor Overton are Mrs. St. Elmo Newton, Sr., and Mrs. Walter L. Gray. The censor board's three present members are Lloyd T. Binford, chairman, Avery Blakeney, secretary, and Mrs. Sid Law. Authority to increase the board from three to five was voted by the Tennessee state legislature in 1951. Under a separate state law, also passed in 1951, Memphis censors now have jurisdiction over all of Shelby County.

K. C. Censors

(*Continued from page* 1)

A distributor who had any doubts about a film could ask for a review, as could any civic group, or the city. This method, it is believed, would keep out questionable films that might creep in with no municipal control, and would give civic, patriotic, or religious groups a right to ask for control of any picture they might deem questionable.

Chi. Amusement Tax Collections Down

CHICAGO, March 5. — February's three per cent city amusement tax collections from theatres (January receipts) were down 11 per cent from the corresponding period last year, dropping from $98,000 to $87,000. This year's collections are being made from 91 fewer theatres than at the start of 1951, according to the city collector.

Autry Tour Record

HOLLYWOOD, March 5.—Gene Autry has returned here from Miami after completing a 36-day tour of one night stands throughout the Middlewest, East and South during which he is said to have grossed $444,782 and amassed a 243,844 attendance figure, described as an all-time high for the five years Autry has been touring one-nighters.

Lasky Cites Producers

Jesse L. Lasky, representing the Screen Producers Guild, paid tribute to Cecil B. De Mille and Samuel Goldwyn at the third session of the course, "The Motion Picture as A Educational Potential in School and Community," joint cooperative effort of the New York Board of Education and the Organization of the Motion Picture Industry held here at the High School of Performing Arts. Charles Palmer discussed writing.

Compo Plans

(*Continued from page* 1)

for final approval. MPAA companies have indicated they will spend $300,000 on the campaign.

Each company will sponsor special COMPO advertisements in daily newspapers across the country during a particular month. Paramount is expected to be the lead-off company, with its advertisements to run this month. 20th Century-Fox was said to be desirous of sponsoring the ads during April.

The advertisements, according to the blueprint drawn up by the MPAA sub-committee, will stress new product. Adoption of this emphasis was based on the theory that the industry as an institution could best be promoted by highlighting its productions.

N.Y. BOT Names Furst

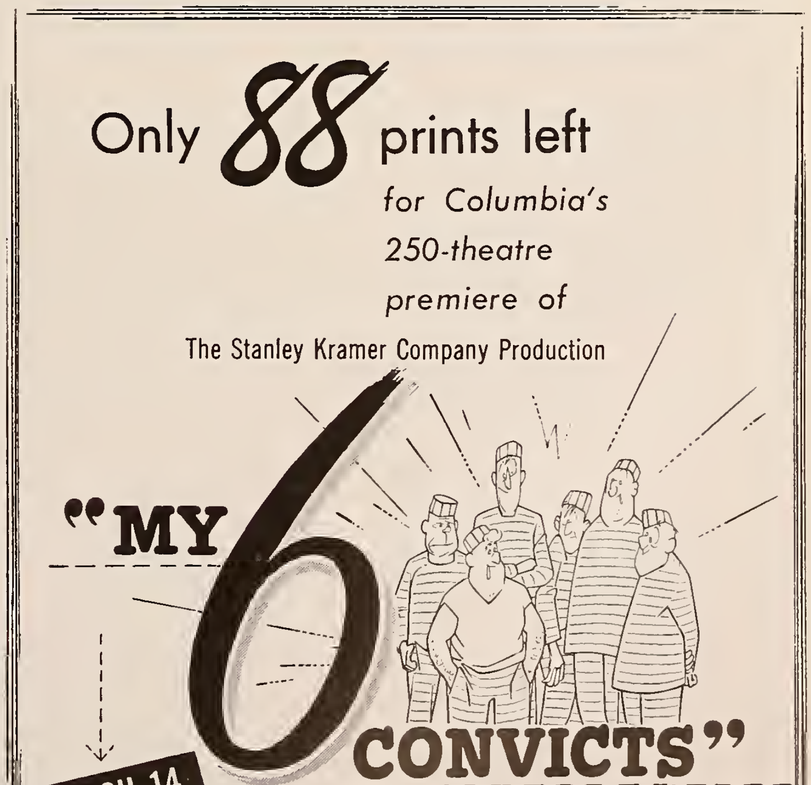
Nat Furst of Monogram was elected treasurer of the New York Film Board of Trade at a membership meeting held here yesterday. He succeeds Jack Safer, resigned.

Halpern to Europe

Ben Halpern, Paramount Pictures newspaper feature writer, will leave his post tomorrow to embark on a six-month tour of Europe with his wife.

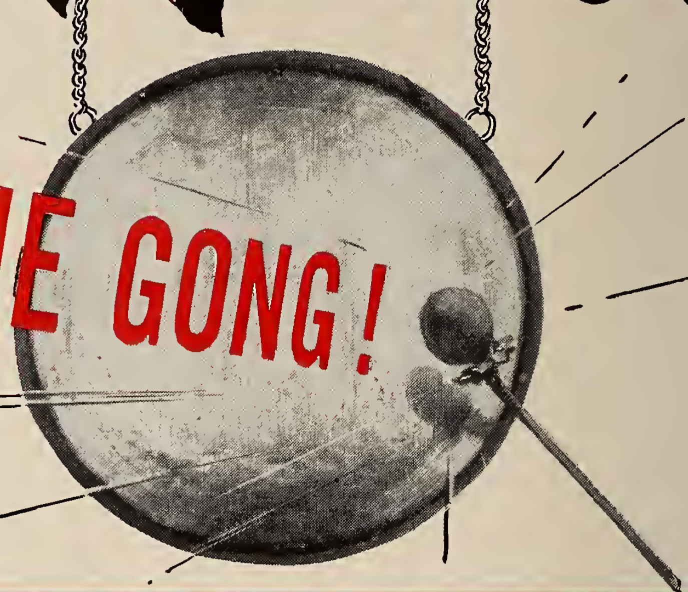
Senate Confirms Bartley

WASHINGTON, March 5.—The Senate has confirmed Robert T. Bartley as a member of the Federal Communications Commission. His term runs through June 30, 1958.



HONG KONG

RINGS THE GONG!



RESOUNDING BUSINESS ALL OVER THE COUNTRY PLACES IT AMONG 1952's BEST PERFORMING ADVENTURE PICTURES. BECAUSE IT'S SIZZLING WITH HEADLINE-TIMELINESS AND BECAUSE IT'S GETTING EXCEPTIONAL BOXOFFICE RESULTS, REACH FOR YOUR DATE-BOOK AND CALL

PARAMOUNT

HONG KONG
Color by **TECHNICOLOR**
starring
RONALD **REAGAN** RHONDA **FLEMING**
with Nigel Bruce • Marvin Miller • Lowell Gilmore • and Danny Chang as "Wei Lin"
Directed by Lewis R. Foster • Written for the Screen by Winston Miller
Based on a story by Lewis R. Foster • Produced by William H. Pine and William C. Thomas

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 46 NEW YORK, U.S.A., FRIDAY, MARCH 7, 1952 TEN CENTS

Fabian Heads Arbitration Unit of TOA

17-Member Group Named For Industry Talks

A 17-member Theatre Owners of America arbitration committee with S. H. Fabian of New York as chairman was named yesterday by Mitchell Wolfson, TOA president, to participate in the expected negotiations looking to the establishment of an industry arbitration system.

S. H. Fabian

"The TOA arbitration committee may appear to be a large one," Wolfson said, "but I wanted it to be representative of all areas of thinking and

(Continued on page 5)

11% Wage Hike for RKO's 'Collarites'

A general wage increase averaging 11 per cent and retroactive pay totaling approximately $17,500 have been won by IATSE Motion Picture Home Office Employes Local No. H-63 for the 160 "white collar" workers at RKO Service Corp. here.

Russell M. Moss, H-63 executive vice-president, announced the agreement yesterday, and disclosed at the same time that a $4 weekly wage raise deal has been closed with 20th Cen-

(Continued on page 5)

Film Clinic Closes K-M Allied Meet

Kansas City, March 6.—The national drive-in theatre owners conference and exhibition, and the annual meeting of Independent Allied Theatre Owners of Kansas and Missouri closed today with a film buying clinic conducted by O. F. Sullivan.

A panel answering questions consisted of Wilbur Snaper, president of national Allied, on caravan; Abram F. Myers, general counsel, and Fred

(Continued on page 5)

Brandt Heads Compo Contest Group

A six-man committee, headed by Harry Brandt, has been appointed to judge box-office promotion contest plans submitted to the Council of Motion Picture Organizations, Arthur L. Mayer, COMPO executive vice-president, disclosed here.

Others on the committee are Oscar A. Doob, Manny Frisch, Lauritz Garman of Baltimore, Edward Hyman and Ralph Trathen of Salt Lake City.

Compo's Second Ad Drive Set for April

The Council of Motion Picture Organizations' second $300,000 nationwide newspaper advertising campaign will begin next month when the first copy—sponsored by either 20th Century-Fox or Paramount—will appear in the larger daily newspapers, it was reported yesterday following a meeting at the St. Moritz Hotel here of the advertising-publicity directors commitee of the Motion Picture Association of America.

During the next two weeks the

(Continued on page 5)

Proposes Industry Ad Contests to Highlight Art Work

A dual proposal to conduct industry advertising contests in the trade press and within each individual company, highlighting art ad copy, was made here yesterday by William Schneider, president of the Society of Illustrators and vice-president and creative director of art and copy of Donahue & Coe, Inc.

Addressing a luncheon-meeting of the Associated Motion Picture Advertisers, Inc., Schneider saw the twin proposals aiding the industry's recognition of the artist and promoting competition which would sharpen the box-office impact of ads.

The co-featured speaker, Roy Til-

(Continued on page 5)

Protests Changes In N. Y. Sunday Law

Albany, N. Y., March 6.—A favorable report yesterday from the Assembly Codes Committee on a Rules Committee bill liberalizing state laws relating to Sabbath entertainment and sports was followed today by a message of protest from the State Council of (Protestant) Churches. Its legisla-

(Continued on page 2)

20 Top Films in Next Six Months on Columbia's List

Columbia will release 12 top productions, more than half in color, in the coming six months and eight other outstanding pictures will either be released or completed by the end of 1952. These 20 productions will be the top of the program, which will be augmented by the Gene Autry's, Charles Starrett - Smiley Burnette Westerns, the Johnny Weissmuller "Jungle Jim" films, and other feature product.

The Columbia product includes, in addition to its own pictures, the output of such independent producers as the Stanley Kramer Company, Louis de Rochemont and Edward Small. The lineup through August includes six color by Technicolor films and one in Supercinecolor, the most for a like period in Columbia's history.

Diversity of subject matter and the large number of star names signed or borrowed for one picture to bolster Columbia's own contract player list also distinguished the release schedule.

Heading the list of Columbia stars is Rita Hayworth, for whom "Affair in Trinidad" is her first picture in three years. Other Columbia players in the upcoming pictures include

(Continued on page 2)

N. Y. Roxy Theatre Is 25 Years Young

'The first 25 years are the hardest, but the Roxy Theatre has weathered a quarter of a century," declares David T. Katz, executive director of the house, in an invitation to a birthday luncheon to be given on Tuesday at the theatre. It will be followed by open house all afternoon, highlighting a private screening of the first feature to appear on the Roxy's screen, "The Love of Sunya," starring Gloria Swanson, which United Artists released in March, 1927.

All Theatre TV Installations Ended by B & K

Say Theatres Ran Events At A Continuous Loss

Washington, March 6.—Balaban and Katz Corp. has cancelled its outstanding orders for theatre television equipment and has "no further plans for TV installation in any of its theatres," B. and K. vice-president David Wallerstein said today.

Wallerstein made the statement at the Federal Communications Commission's catch-all Paramount hearing. After the hearing recessed, he told reporters that B. and K. had cancelled "five or six" orders for RCA theatre TV equipment. Theatre television programs were not readily available, he explained, and the B. and K. theatre television operation so far has run at a continuous loss.

B. and K.'s current theatre TV policy, Wallerstein told hearing examiner Leo Resnick, is to "experiment with available programs and add to

(Continued on page 5)

TV Industry in 1st Profit, Before Taxes

Washington, March 6.—The television broadcasting industry broke into the black in 1951, with total income before Federal income taxes of $43,600,000, the Federal Communications Commission reported today. The industry lost $9,200,000 in 1950 and $25,300,000 in 1949.

The FCC put total broadcast revenues of the TV industry at $239,500,000, more than double the 1950 total of $105,900,000 and seven times the 1949 figure of $34,300,000. Oper-

(Continued on page 5)

Republic to Fight Rogers TV Ruling

Los Angeles, March 6.—With the Gene Autry suit against Republic asking that the studio be prevented from selling old Autry films to telecasters coming up Tuesday in Federal Court here, Republic counsel Herman Selvin reveals that the studio has filed an appeal from Federal Judge Peirson M. Hall's recent decision in favor of Roy Rogers in a parallel case. The appeal

(Continued on page 2)

Personal Mention

SIR ALEXANDER KORDA; MOE ROTMAN, Edward Small's European representative, and MRS. CLAUDE RAINS will fly from here Sunday for London on the BOAC Monarch.

•

EVELYN BROWN, daughter of MAURICE BROWN, operating the Sheldon Theatre in Brooklyn, was married this week to JOSEPH ABRAMOWITZ at East Midwood Jewish Center, Brooklyn.

•

JOHN NICKOLAUS, head of M-G-M's laboratory in Culver City, is in Rochester and from there will go to Binghamton. He will return to New York tomorrow.

•

LEE KOKEN, vending head of RKO Theatres, will leave here today for Washington and will be back at his desk on Monday.

•

JOHN DAVIS, managing director of the J. Arthur Rank organization, left here for London yesterday by plane.

•

EUGENE M. KLINE has become a member of the industry law firm of Phillips, Nizer, Benjamin and Krim.

•

P. T. DANA, Universal Eastern sales manager, will return to New York today from Buffalo.

Scott-Lardner Case Hearing March 17

LOS ANGELES, March 6.—Federal Judge Ben Harrison has set March 17 as the date for a hearing on the RKO and 20th-Fox motion for a new trial in the Adrian Scott-Ring Lardner, Jr., case recently decided in the plaintiffs' favor, charging the studios' discharge of those writers for refusing to answer House Un-American Affairs Committee questions was illegal.

Strengholt, Dutch Film Leader, Dead

F. L. D. Strengholt, leader of the Holland motion picture industry, died suddenly on Wednesday in Zurich, Switzerland, according to word received here yesterday by Walter Gould, film importer, who represents Strengholt in this country.

Protest Changes

(Continued from page 1)

tive committee chairman, Orrin G. Judd, formerly counsel for the Metropolitan Motion Picture Theatres Association, in New York, suggested a delay until a statewide study of and public hearings on the issues can be conducted.

Republic to Fight

(Continued from page 1)

charges the jurist erred in interpreting Rogers' contract with Republic and decided the case on insufficient evidence.

20 Coming from Columbia

(Continued from page 1)

Academy Award winner Judy Holliday, newcomer Aldo Ray, Glenn Ford, Mickey Rooney, Jody Lawrance and Audrey Totter. From the ranks of the players under contract to the independents affiliated with Columbia the names of George Montgomery, Anthony Dexter, Paul Henreid and Jon Hall were added, while from the outside a whole host of name players were brought in including Dana Andrews, Charles Boyer, Rhonda Fleming, Rex Harrison, Sterling Hayden, Peter Lind Hayes and Mary Healy, Louis Jourdan, Adolphe Menjou, George Murphy, Lilli Palmer, Gilbert Roland, George Sanders, Marta Toren, Cornel Wilde, Teresa Wright and Loretta Young.

Diversity Keynoted

Diversity is keynoted by the fact that the subject matter ranges from the comedy-drama of family life in "The Happy Time" to the revealment of FBI counter-espionage activities in "Walk East on Beacon." Included in the lineup are such off-beat pictures as "The Four Poster," which has only two characters in its cast and "The 5,000 Fingers of Dr. T.," the emergence of a young boy's fantastic dream world in color by Technicolor.

Supporting this line-up will be a stepped-up campaign of advertising and promotion. Indicative of the latter is the fact that this week William T. Whalen, former chief of detectives in New York, left on a 10-week, 28 major city tour on behalf of "The Sniper," which will be released in May. Whalen will confer with legislative and civic leaders, meet with clubs such as Rotary, and make radio, television and personal appearances to bring public attention to the problem of the obsessed murderer which is presented in the Kramer company film.

Columbia Can Point

Columbia can also point, as another indication of its advertising and promotion approach, to "My Six Convicts," which will be kicked off March 14 with a 250-theatre day-and-date premiere—the same week that full page ads appear in magazines and supplements with total readerships of over 60,000,000.

The lineup of the top 20, with releases already set, includes "My Six Convicts"—Kramer company production of a prison psychologist's experiences, based on the best-selling book-of-the-month, with Millard Mitchell, Gilbert Roland, John Beal and Marshall Thompson. Directed by Hugo Fregonese, the film will be released this month.

"The Marrying Kind"—a romantic comedy-drama of a young married couple's tribulations, starring Judy Holliday, and introducing Aldo Ray. Directed by George Cukor and produced by Bert Granet, "The Marrying Kind" will be released in April.

"Walk East on Beacon," Louis de Rochemont's production which tells the revealing story of FBI counter-espionage activity, starring George Murphy and directed by Alfred Werker is another April release, as is "Thief of Damascus," Technicolor adventure film, starring Paul Henreid, which Will Jason directed and Sam Katzman produced.

May will bring "The Sniper," Kramer company production, concerning the hunt for an obsessed killer stalking women in a large city, with Adolphe Menjou and Arthur Franz, which Edward Dmytryk directed, and "Sound Off," Supercinecolor musical revolving around the problems of an Army recruit, starring Mickey Rooney. Richard Quine directed and Jonie Taps produced.

Another June Release

"Paula," as the tender drama of a woman who devotes herself to the rehabilitation of a boy, starring Loretta Young, will be released in June. Rudy Mate directed and Buddy Adler produced. Another June release is "Brave Warrior," the Technicolor historical drama about the Indian chief Tecumseh which stars Jon Hall under the direction of Spencer Bennett. Sam Katzman produced.

"The Brigand," Edward Small Technicolor production starring Anthony Dexter and directed by Phil Karlson heads the July schedule which also includes "California Conquest," color by Technicolor drama of the struggle for California in the days before it became a state. Cornel Wilde and Teresa Wright star. Lew Landers directed and Sam Katzman produced.

"Cripple Creek," Edward Small's color by Technicolor Western starring George Montgomery, directed by Ray Nazarro, and "The Golden Hawk," Technicolor adventure on the high seas with Rhonda Fleming and Sterling Hayden which was directed by Sidney Salkow and produced by Sam Katzman, head the August releases.

Already Completed

Already completed and awaiting release are "The Happy Time," Kramer company film version of the hit play about French-Canadian family life, starring Charles Boyer and "The Four Poster," Kramer company production based on the hit two-character play about marriage, starring Rex Harrison and Lilli Palmer. Richard Fleischer directed the former and Irving Reis the latter.

Now before the cameras on the Columbia lot are such top films as "Affair in Trinidad," which brings Rita Hayworth back to the screen after a three year absence, in a co-starring role with Glenn Ford under Vincent Sherman's direction, "The 5,000 Fingers of Dr. T.," Kramer company color by Technicolor extravaganza about the fantastic dream world of a nine-year-old boy with a cast headed by Peter Lind Hayes, Mary Healey, Tommy Rettig and Hans Conreid, which Roy Rowland is directing; and "Assignment-Paris," present day drama about an American reporter imprisoned behind the Iron Curtain. Dana Andrews, Marta Toren, George Sanders and Audrey Totter co-star. Robert Parrish is directing for producer Jerry Bresler.

Party Cracks Whip As Soviet Film Production Sinks

WASHINGTON, March 6.—The Soviet film industry is in a very bad way, with only nine feature films released last year.

In 1950, only 13 features were produced and only six actually released.

Moreover, the Russian people are so fed up with the propaganda-laden Soviet films that Soviet officials are having great difficulty in showing their pictures to theatre audiences, and theatres are relying on foreign satellite films, old Russian films, and pirated American product.

Those are the highlights of a confidential report on the current status of Russian film-making. While the source of the report cannot be disclosed, it can be stated that the facts are absolutely authoritative.

The current condition of the industry is blamed largely on the government's attempt to make it completely subservient to Soviet propaganda and policy. The current situation dates largely from 1946, when the Central Committee of the Communist Party adopted a resolution criticizing Soviet film production and demanding rigorous adherence to Party policy.

According to the report, writers and directors are leaving the film field for other employment. The Soviet press is reported as especially singling out writers for criticism and attack.

The situation in 1951 was so bad, the report states, that it was difficult to find films to honor with the Soviet prizes, and every film produced in the previous 12 months had to be drawn on to have a representative group of films for the Stalin prize lists of 1951.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

WALT DISNEY'S
SNOW WHITE
and the SEVEN DWARFS
Color by Technicolor
CRITERION BROADWAY AND 45TH STREET

THIS WOMAN IS DANGEROUS
starring JOAN CRAWFORD
DENNIS MORGAN · DAVID BRIAN
in person
BILLY WILLIAMS QUARTETTE
HER NIBS GEORGIA GIBBS
BUDDY LESTER
JERRY WALD and his ORCH
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

WHERE ANYTHING GOES...*FOR A PRICE!*

SHE runs the West's strangest hideout...a ranch where a guest can hide his crime...quench his thirst...betray a woman...and knife a man in the back...*for a price!*

MARLENE DIETRICH
ARTHUR KENNEDY
MEL FERRER

in

RANCHO NOTORIOUS

Color by
TECHNICOLOR

Distributed by
RKO
RADIO
PICTURES

Directed by FRITZ LANG • Produced by HOWARD WELSCH • Screen play by DANIEL TARADASH

SMASH 4-COLOR NATIONAL ADS...Full pages in Life, Look, Time and Newsweek

"THE GREATEST SHOW ON EARTH"

in

Color by

TECHNICOLOR

Reg. U. S. Pat. Off.

WORLD FAVORITE IN MOTION PICTURES

Our Congratulations to **CECIL B. DeMILLE and PARAMOUNT**

TECHNICOLOR

IS THE TRADE MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

Fabian Heads

(*Continued from page* 1)

all types of exhibitor operators, so that TOA could present a well-balanced group of spokesmen for the cause of arbitration."

On Feb. 26, TOA made public the details of the arbitration blueprint which the organization's board approved at its meeting in January on the Coast. The plan's outstanding recommendation in terms of the unconventional is that a national administrator, appointed by the U. S. Secretary of Commerce, head up an industry system at a salary of not more than $25,000 a year.

TOA will seek an appeal-less arbitration system, the board having accepted Fabian's argument that elimination of the appeal would eliminate the "greatest expense and the greatest time-consuming factor in arbitration."

The 16 other members of the committee are: E. D. Martin, Columbus, Ga.; John Rowley, Dallas; Myron Blank, Des Moines; Sam Kirby, Little Rock; J. J. O'Leary, Scranton; George Kerasotes, Springfield, Ill.; C. E. (Doc) Cook, Maryville, Mo.; Tom Bloomer, Belleville, Ill.; Al Hanson, South Gate, Cal.; Frank Newman, Seattle; Marlin Butler, Albuquerque; T. E. (Potts) Williams, Clarksdale, Miss.; Mack Jackson, Alexander City, Ala.; Walter Reade, Jr., New York; Alfred Starr, Nashville; Kermit Stengel, Nashville.

Wolfson said that "In the industry-wide negotiations which we hope will develop shortly to bring about a sound arbitration system, our TOA committee will be pleased to participate in the negotiations or appoint a sub-committee that can give its full time to the industry deliberations."

Allied States Association, which also submitted to the distributors a blueprint for an arbitration system, has a six-man committee ready for industry negotiations.

"Over the years," Wolfson declared, "our exhibitor leaders in TOA have analyzed countless phases and arbitration proposals as they affect other industries and our own business. In exchanging this vital information and speaking for TOA on matters relating to arbitration, I have appointed a working TOA arbitration committee that is most representative of our thinking and planning."

Compo Ad Campaign

(*Continued from page* 1)

MPAA committee will iron out remaining details with regard to placement, lineage and continuity of the advertisements and then will submit the entire program to the MPAA board for approval.

Under the program, newspapers in large cities are expected to be favored in the placement of the advertisements, which will highlight new product on the theory that such emphasis would best serve to promote the industry as an institution.

Charles Simonelli, chairman of the ad-publicity committee, presided at yesterday's meeting. Present were Si Seadler, Jerome Pickman, Sidney Blumenstock, Gilbert Golden, Howard LeSieur, S. Barrett McCormick, Francis Winikus, Rodney Bush, Jeff Livingston, Arthur Mayer, Charles E. McCarthy and Alfred Corwin.

RKO's 'Collarites'

(*Continued from page* 1)

tury-Fox covering 35 clerks, stenographers and messengers employed at that company's New York exchange.

Meanwhile, the union has submitted to United Artists proposals for increases for its home office "white collar" workers. Pay hikes for these employes were won last April, and it is understood that it may be necessary for H-63 to secure approval of the Wage Stabilization Board for any increases that may be granted at this time.

Theatre TV Installations

(*Continued from page* 1)

our knowledge of theatre television." He added the company wanted to do so without "too great a financial loss."

B. and K. installed its first theatre television equipment in 1949, Wallerstein declared, shortly after New York City and Brooklyn had pioneered in the field. Subsequently it equipped four additional houses. Since then it has been one of the leading experimenters in variety and volume of theatre TV programs.

Previously Wallerstein had put into the record information showing that B and K had lost more than $46,360 in 49 theatre telecasts made since 1949. The 49 telecasts covered spot news events, football and basegames and prize fights.

Only two of the 49 made a profit for the company—telecasts at two theatres of the Robinson-Turpin fight. A third theatre would have made a profit on the telecast of the fight, Wallerstein said, except that an unruly audience opened the fire exits of the theatre, permitting many people to enter without tickets.

Normal Expenses Not Included

Wallerstein pointed out that the total loss figure did not include normal operating expenses of the theatre, payroll overtime costs resulting from the television shows, depreciation of the theatre television equipment, or additional film rentals paid as a result of the increased admissions. He listed the total cost of B. and K.'s theatre TV equipment as of Nov. 1, 1951, at $128,696.

Wallerstein told FCC counsel Frederick Ford audience reaction to public service spot news events was "generally unfavorable, because people come to the theatre for a specific purpose" and are usually annoyed if the show is interrupted for news events. The reaction to sporting events, he declared, depended on "the color and quality of the event," with the audience responding favorably to an exciting one and unfavorably when the action was dull. All public service events and some sporting events had been put on at the theatre's regular admissions price and in addition to the regular feature, he said.

Questioned by Ford on the use of films on WBKB, Wallerstein declared that the sources for televised films had "no relationship" to sources for pictures for theatre exhibition. The business of supplying films for TV was "mushrooming," he said, with "new companies coming in all the time."

Wallerstein said B. and K. used WBKB to advertise B. and K. theatres, showing short trailers during spot time on the television station. He added that competing theatres also used the station to advertise their pictures.

K-M Allied Meet

(*Continued from page* 1)

Wolfberg of Denver. Snaper had given an address previously, urging better pictures and better selling as important factor in coming competition with television, and touching on the selling of pictures both to exhibitors and to television producers.

Myers had talked at the banquet Wednesday night, and at a convention session where he spoke on his proposals to leading companies regarding arbitration.

Jay Wooten, president of the Allied unit, suggested informally to the last session that drive-in operators might by personal letter to motor car manufacturers suggest the advantages of drive-in patrons of windshields adapted to the convenience and comfort of car occupants in viewing pictures.

Ad Contests

(*Continued from page* 1)

lotson, president of the Art Directors Club, invited AMPA members to join his organization.

Members of the industry contributed exhibits of their art work, which were displayed on the walls of the meeting room at the Hotel Piccadilly.

Testimonial Monday For 'Duke' Clark

SAN FRANCISCO, March 6.—Robert Clark, sales manager here for Paramount, has received an invitation to attend Monday's luncheon in Dallas, honoring his father M. R. (Duke) Clark, whose resignation as Paramount's South Central division sales manager will become effective later this month, as previously announced. The all-industry luncheon will be held in the Baker Hotel.

TV in Black

(*Continued from page* 1)

ating expenses last year were $195,900,000, compared to $115,100,000 in 1950 and $59,600,000 in 1949.

The four national television networks and their 15 owned and operating stations reported broadcast revenues of $132,200,000 last year and expenses of $119,800,000, with a net income before tax of $12,400,000. In 1950, when revenues were $55,500,000, they had a net loss of $10,000,000, and in 1949, with $19,300,000 of revenue, a net loss of $12,100,000.

The 93 non-network stations had broadcast revenues of $107,300,000 last year, more than double the 1950 revenue of $50,400,000, the FCC said. Their expenses were $76,100,000, leaving income before Federal income tax of $31,200,000. In 1950 they were $800,000 in the black before tax, while in 1949 they were $13,200,000 in the red.

The FCC said that in 1951 for the first time the networks derived a greater proportion of their total revenues and income from TV than from AM. Moreover, the AM income of $10,400,000 was a sharp drop from the 1950 figure of $18,700,000.

Ambassador AMPP Guest

HOLLYWOOD, March 6.—His Excellency Binay Ranjan Sen, India's Ambassador to the U. S., and his party were guests of the Association of Motion Picture Producers at a reception this afternoon at the Paramount studios, with AMPP board chairman Y. Frank Freeman presiding.

PLEASE NOTE THIS TRADE SHOW CHANGE!

M-G-M's

"THE GIRL IN WHITE"

June Allyson, Arthur Kennedy, Gary Merrill

WILL BE SHOWN

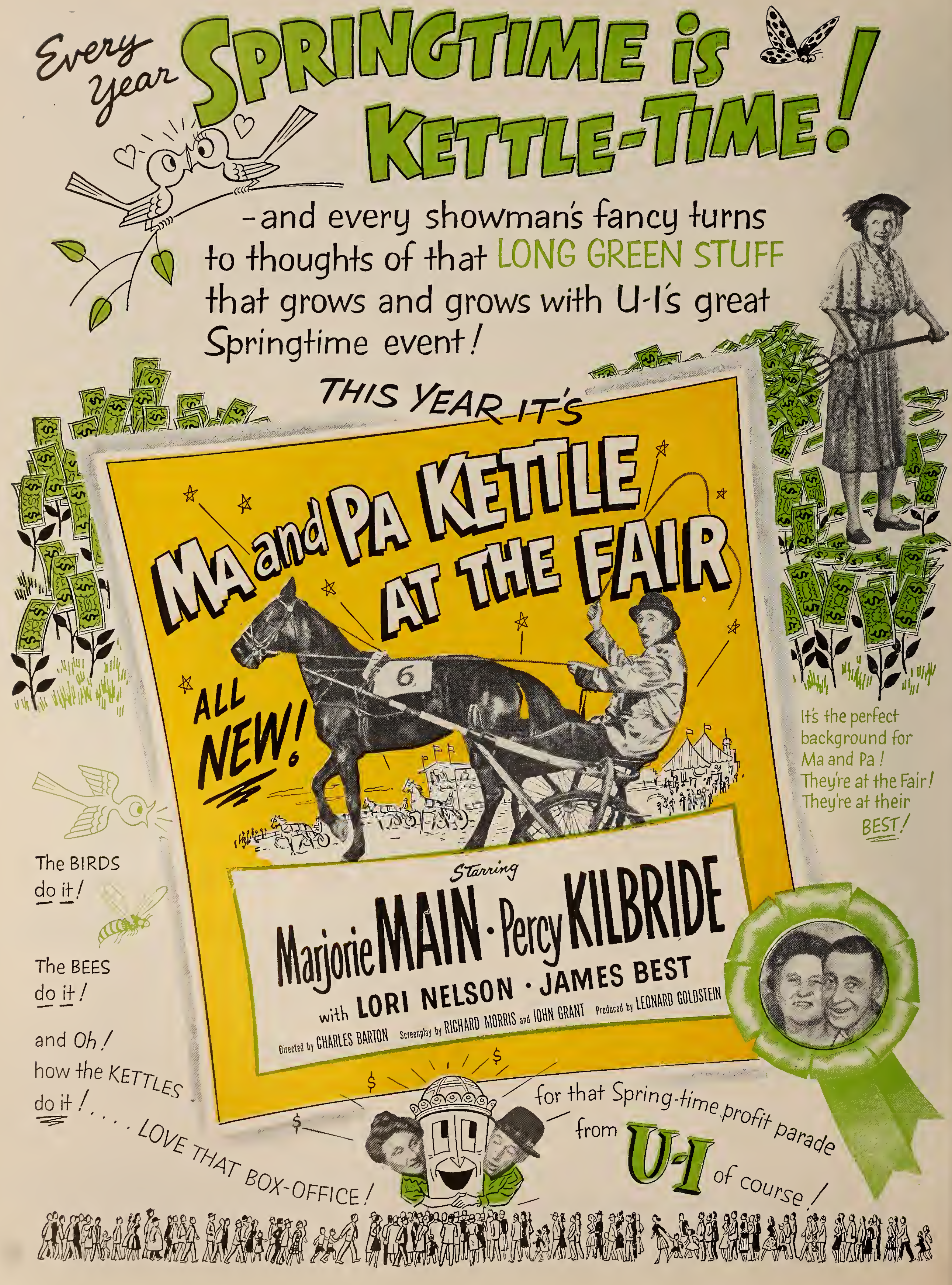
WED. MARCH 12th-2:30 p.m.

M-G-M Screening Room—630 Ninth Avenue
New York City

INSTEAD OF PREVIOUSLY ANNOUNCED M-G-M PICTURE

"GLORY ALLEY"

Watch for its new Trade Show date!



Every year SPRINGTIME is KETTLE-TIME!

-and every showman's fancy turns to thoughts of that LONG GREEN STUFF that grows and grows with U-I's great Springtime event!

THIS YEAR IT'S

MA and PA KETTLE AT THE FAIR

ALL NEW!

Starring

Marjorie MAIN · Percy KILBRIDE

with **LORI NELSON · JAMES BEST**

Directed by CHARLES BARTON Screenplay by RICHARD MORRIS and JOHN GRANT Produced by LEONARD GOLDSTEIN

It's the perfect background for Ma and Pa! They're at the Fair! They're at their BEST!

The BIRDS do it!

The BEES do it!

and Oh! how the KETTLES do it! . . . . LOVE THAT BOX-OFFICE!

for that Spring-time profit parade from U-I of course!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 47 NEW YORK, U.S.A., MONDAY, MARCH 10, 1952 TEN CENTS

Tradewise . . .

By **SHERWIN KANE**

AN influential part of the House Un-American Activities Committee appears now to be disposed to correct the injustice done the motion picture industry by the Committee's annual report which criticized Hollywood for alleged laxity in ridding itself of Communists. Reportedly among those so disposed is Chairman John S. Wood (D., Ga.). Avowedly so is Rep. Walter (D., Pa.), ranking Democratic member of the Committee.

If and when an effective correction emanates from the Committee, it might well make a far more effective message to the public for inclusion in newsreels than the resolution recently adopted by the Council of Motion Picture Organizations. While that resolution was essential for the record, it is not ideally suited as a public answer because it leaves the industry in the position of defending itself.

Better that the perpetrators of the injustice admit their mistake to the public.

• •

"STERLING Area's Dollar Deficit Down Sharply in February for the First Time in Months"—read news headlines last week. If that keeps up until June, Eric Johnston and James Mulvey might be able to get the conversion terms of the British films monetary agreement liberalized when they visit London. . . . Chicago newsmen last week questioned Ellis Arnall, Price Stabilizer on leave from the Society of Independent Motion Picture Producers, as to the "advisability" of the Federal officer addressing the frozen food industry meeting there while his Atlanta law firm represents the National Wholesale Frozen Food Distributors. Fair question to put to a man who had just accused a large section of the motion picture industry of improper conduct. . . . The Museum of Natural History says it won't stand for any cuts by the New York censors in its film "Latuko," depicting African tribesmen without loin cloths. Going to insist on the naked truth, eh?

UPT Has 20 Theatre TV Sets on Order

By **J. A. OTTEN**

WASHINGTON, March 9.—Theatre television equipment originally planned for installation in Balaban & Katz theatres in the Chicago area will be used when available in United Paramount Theatres in other areas, a top UPT official declared here today.

On Thursday, B & K vice-president David Wallerstein told the Federal Communications Commission Paramount hearing that the Chicago company had cancelled "five or six" orders for RCA theatre TV equipment and had "no further plans for TV installations in any of its theatres."

A UPT official said the parent

(*Continued on page* 3)

FCC Rules DuMont May Cross-Examine

WASHINGTON, March 9.—Federal Communications Commission hearing examiner Leo Resnick has ruled that Allen B. DuMont Television Laboratories should have limited rights to cross-examine future witnesses in the FCC's catch-all Paramount hearings.

This has been a bone of contention in the proceedings so far, with all parties except the FCC staff arguing that DuMont should be barred from cross-

(*Continued on page* 3)

Un-American Group Meeting Delayed

Washington, Mar. 9.—It will probably be at least the week after next before the House Un-American Activities Committee meets to discuss a possible supplemental report on Hollywood. Four Committee members went to Detroit today for further hearings there on Communists in defense industry, and the hearings probably will run all week, making a full Committee meeting here impossible until the following week.

UPT GIVEN MORE TIME TO DIVEST

Industry's Program For Research Is Headed by Skouras

Charles P. Skouras, Theatre Owners of America board chairman, has been selected to lead the organization's campaign for the establishment of an industry-sponsored scientific research institute.

Charles Skouras

Skouras and 13 other TOA leaders have been named by Mitchell Wolfson, president, to serve as a committee which will seek meetings with other exhibitor elements, producers and distributors to plan integration of scientific research.

Terming the establishment of such

(*Continued on page* 3)

Ascap Film Licenses Could Be Barred

The possibility that film producers might have to negotiate with individual copyright owners for music recording and reproduction rights looms as a possibility in the event that new licensing agreements with Ascap are not agreed upon by next Friday.

That possibility arises from a pro-

(*Continued on page* 2)

Baker and Ackery Win 20th Awards

Jerry Baker of RKO Keith's Theatre, Washington, is first-prize winner in 20th Century-Fox's $15,000 exhibitor showmanship contest for "The Day the Earth Stood Still," Charles Einfeld, company vice-president, disclosed at the weekend. The award is

(*Continued on page* 2)

18 Months' Extension Approved By Court, Despite U. S. Opposition

By **MURRAY HOROWITZ**

United Paramount Theatres was granted an 18-month extension for divestiture of a final 184 theatres by the New York Statutory Court over strong Justice Department objections here on Friday.

Judges Hand, Goddard and Coxe, in granting the extension, stipulated that one-third of the total number of theatres to be divested must be sold in each six-month period, setting back the new target date for complete divestiture to Sept., 3, 1953.

Following the court ruling on Friday, the Department of Justice was asked whether it would appeal the decision. To this government counsel

(*Continued on page* 3)

Avert Pathe Strike; Wage Hike Is Set

A union-management wage increase agreement at the weekend put an end to the threat of a strike of IATSE "white collar" workers at Pathe Laboratories here. Printing of the Warner Pathe and Universal newsreels and features and shorts of a number of producers would have been jeopardized by a strike, the premise being that the "IA" laboratory technicians would have refused to cross a picket line.

Members to Vote on New SAG Contract

HOLLYWOOD, March 9.—In addition to increases in player wage scales at all levels, previously announced, new contract terms recently negotiated by the Screen Actors Guild with major companies also provide that actors henceforth will receive payment for time spent in makeup and wardrobe tests, formerly unpaid, and for time spent in rehearsals, according to a detailed break-down of the new contract furnished SAG members at the weekend.

UA's "THE AFRICAN QUEEN"
FIRST 3rd WEEK HOLDOVER IN YEARS!
Loew's Century, Baltimore

HUMPHREY KATHARINE
BOGART · HEPBURN
Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR

Compo Tax Meeting Waits for O'Donnell

First formal conference among members of the Council of Motion Picture Organizations' committee on taxation, which is under the co-chairmanship of Robert J. O'Donnell and H. A. Cole, has been delayed until after O'Donnell's return on or about April 5 from a European vacation.

Theatre Owners of America today will name a taxation committee to cooperate with the COMPO tax group.

Harvey Hails Compo As Unity Instrument

SAN FRANCISCO, March 9.—The industry today is closer to unity because of the Council of Motion Picture Organizations than it ever has been, H. V. (Rotus) Harvey, president of the Western Theatre Owners, declared upon his return here from New York. "COMPO is what we need, what we must have if we are to go forward," he said.

Harvey declared he spoke with many exhibitors in various parts of the country on his way to and from the New York COMPO meeting. Most, he reported, are "hot under the collar" over certain distributors' sales of films to TV. He also observed that although New York's Broadway is the "showcase" for new pictures, he saw no lines of customers before their box-offices. Quoting prices of $1.25 to $1.80 posted at the houses, Harvey said "we are pricing ourselves out of business."

Baker and Ackery

(*Continued from page* 1)

a $1,000 Defense Bond.

In announcing the 211 winners, Einfeld declared that "the contest further proved that the earning potential of any film is commensurate with the amount of support it receives." He added that "grosses as high as 200 per cent above normal were reported by the contestants."

Second prize, a $750 bond, went to Ivan Ackery, of the Orpheum Theatre, Vancouver, while the $500 third prize bond award went to Robert Retzer of the Sanger Theatre, Sanger, Cal. J. P. Harrison of the Campus Theatre, Denton, Texas, was awarded a $350 bond in the fourth slot, with fifth place money ($250) going to M. Cave, Dominion Theatre, Victoria, British Columbia, and sixth position's award, a $150 bond, going to Milton Harmon, Palace Theatre, Milwaukee.

A special prize was voted to Harold Hume, broker for the Fox Midwest circuit, based on a successful exploitation suggestion for "The Day the Earth Stood Still."

Illinois Allied Election

CHICAGO, March 9.—The 22nd annual election of officers and directors of Allied Theatres of Illinois will be held at a luncheon-meeting to be held here on Wednesday at the Congress Hotel.

Personal Mention

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, has returned here from a four-week sales trip.

•

ROBERT WOLFF, RKO Pictures managing director for the United Kingdom, has returned here from Hollywood, and will remain for a few weeks before returning to England.

•

HILLER INNES, executive assistant to RUSSELL HOLMAN, Paramount's Eastern production manager, will return here today from Jamaica, B.W.I.

•

LOUIS ASTOR and GEORGE JOSEPHS, Columbia sales executives, will leave here today on business trips to West and Mid-East branches, respectively.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, is due in Los Angeles tomorrow from New York.

•

BRUCE EELLS, president of Pathe Television Corp., will return here from the Coast in two weeks.

•

GLADYS HILL, assistant to producer SAM SPIEGEL, flew to London from here via BOAC on Friday.

•

A. A. SCHUBART, RKO Pictures manager of branch operations, left here yesterday for Chicago.

•

DON PRINCE, RKO Pictures Eastern publicity director, has returned to New York from Chicago.

ERIC A. JOHNSTON, president of the Motion Picture Association of America, left Washington over the weekend for Hollywood where he will resume talks with studio heads and others on industry prospects and problems. He will return East next week.

•

P. J. DEE, president of Alliance Theatre Corp. of Chicago, accompanied by MRS. DEE, will arrive here today after a 28-day West Indies cruise on the *S. S. Liberte*.

•

MAURICE N. WOLF, field assistant to H. M. Richey, head of M-G-M's exhibitor relations department, on Thursday will speak before the Kiwanis at West Roxbury, Mass.

•

MR. AND MRS. PAUL PETERSEN are the parents of a second child, BEVERLY ANN. PETERSEN is drive-in theatre supervisor of the Walter Reade circuit.

•

CECIL B. DEMILLE will be a guest on tomorrow's "Frank Sinatra Show" here over CBS-TV from 8:00 to 9:00 P. M.

•

JACK CHINELL, RKO Pictures branch manager in Buffalo, and his wife are vacationing in Miami Beach.

•

FRANK FREEMAN, JR., associate producer to George Pal at Paramount, has arrived here from the Coast.

•

RICHARD C. WIKOFF, son of C. B. WIKOFF, Columbia Pictures controller, has entered military service.

New Method Slashes Para. Filming Costs

HOLLYWOOD, March 9.—Progress in cutting production costs by reducing the "trial-and-error" manner of completing scenes and sequences has been made at Paramount Studios, according to Don Hartman, production executive.

Cost-saving, as well as prevention of the possibility of error in production-design, planning and camera work is being achieved at the studio through a new method of viewing cut film in rough form, Hartman said.

The new technique is a visual method of film structure whereby sketches illustrating a required form of action are inserted in the incompleted film in place of the customary "scene missing" card. Hartman said this provides a graphic concept of the missing scenes and the footage required for shooting them.

Another of the system's advantages is that second-unit work involving doubles and distant locations can be visualized in rough-cut weeks before the footage is delivered to the studio for processing, according to Hartman.

'Vadis' Grosses $20,000

MINNEAPOLIS, March 9.—Spaced so the house can run only four shows daily, M-G-M's color in Technicolor "Quo Vadis" racked up a very big $20,000 in its first seven days at the Century here.

Four More Suits Filed in Chicago

CHICAGO, March 9.—Attorney Seymour Orlikoff filed four more anti-trust suits in Federal District Court here today, three against the major film companies, Balaban and Katz, Warner Brothers Theatres and Essaness and the fourth against the same offendants excepting Essaness.

Three suits (on behalf of the Holly theatre and Sol Best, Avaloe and Oscar Brotman, and Armitage and Sidney Harrison and Richard Fierstein) seek injunctions against bidding for pictures in first and second subsequent runs as well as unspecified damages for past injury. The fourth suit, on behalf of the Banner and Jerome Gumbiner, asks $750,000 triple damages for the period from April 1937 to March 1944 for conspiracy to keep the Banner from playing earlier runs.

IMPPA Has Counter Proposal for AFM

HOLLYWOOD, March 9.—Independent Motion Picture Producers Association president I. E. Chadwick has notified local representatives of the American Federation of Musicians that he is preparing counter-proposals to offer in lieu of the present agreement under which producers pay the AFM five per cent of the gross revenues from the sale of old pictures to television and also pay for rescoring them.

Newsreel Parade

PRESIDENT TRUMAN'S foreign policy speech and Mrs. Roosevelt in India are current newsreel highlights. Other items include Betty Hutton in Korea and sports. Complete contents follow:

MOVIETONE NEWS, No. 21—Truman speaks to Reds through new "Voice" ship. Admiral Robert Briscoe, new naval chief. Mrs. FDR in India. Kaiser's grandson marries. "Son in My Heart" Premiere. Ice skating. Ski thriller.

NEWS OF THE DAY, No. 255—Radio ship pierces "Iron Curtain" with Truman message. Mechanized war on coyotes. How times have changed in Japan. Betty Hutton in Korea. Mrs. FDR in India. Baseball in the air.

PARAMOUNT NEWS, No. 58—Baseball's bustin' out. Betty Hutton in Korea. 'Voice' ship dedicated by Truman. Truman on mutual security program. New Hampshire: after the Presidential primaries.

TELENEWS DIGEST, No. 10-A—Korea training program. India eclipse. French air crash. Germany: Heligoland returned. Budapest traffic problem. Japan: "G.I." brides. Fishing trout. Mink hounds.

UNIVERSAL NEWS, No. 541—NATO report. News in brief: air crash in France. "Voice of America" ship. Spring modes from France. Sports: Coyote hunt in Canada. Golden gloves. Giants training.

WARNER PATHE NEWS, No. 60—Truman makes foreign policy plea. Reno: $2,000,000 burglary. Mrs. FDR visits India. Windsor back in U. S. after King George's funeral. Coyote hunt. Betty Hutton in Korea. Figure skating.

Ascap Licenses

(*Continued from page* 1)

vision in the Ascap consent decree which subjects to review the Society's rights to license motion picture performances of music at the end of the first two years of the decree. That period expires on March 14 and no new agreement with Ascap has been signed yet by the producing companies.

The decree directs that Ascap shall issue blanket music licenses for film performances on request. If such licenses have not been agreed upon by Friday, the decree grants the Departnnt of Justice the right to review its provisions and ask for changes. Among the decree changes which could be sought, and which might be in the absence of an agreement with the producing companies, is the elimination of the Society's right to issue blanket licenses. Such an eventuality would mean a return to individual licensing, widely regarded as both costly and tedious.

Film company negotiations with Ascap, however, have been under way for an extended period of time and an agreement this week is not regarded as impossible. Both sides have been near an agreement on several occasions in the past, leading to the impression that one could be reached very quickly.

There has been virtual agreement between the companies and the Society on the payment of approximately $700,000 for each of the past two years during which Ascap music has been used in films, pending outcome of the negotiations on new blanket licensing terms. The principal differences still existing are concerned with licensing fees for the future.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

UPT-Video

(*Continued from page* 1)

chain has placed 20 orders for RCA theatre TV equipment and will take the equipment as it becomes available despite the change in the Chicago picture. He said originally UPT had planned theatre TV installations in five or six more B & K theatres in outlying areas around Chicago, but that in view of past operating experience in the five B & K theatres already equipped with theatre TV, and the fact that other independent Chicago exhibitors were putting in theatre TV, the circuit had decided the Chicago area at present is "pretty well staked out" from a theatre TV viewpoint and had decided to abandon plans for additional theatre TV installations there.

To Use in Other Areas

"But that does not mean we will not take the 20 sets," he declared. "We will just use them in other areas, rather than in Chicago. We are taking delivery as fast as they become available and as fast as we can satisfy ourselves that a cable is going into a particular area, that the loop charges from the end of the cable to our theatre are not excessive, and that the theatre is suitable for theatre TV."

Loop charges are proving a special problem in installing theatre TV in new cities, this official said. He cited the fact that UPT was all set to put equipment into a Boston theatre when it found the loop charges so high as to make the project uneconomical.

UPT theatres in Buffalo, Omaha, San Francisco and Salt Lake City are now being surveyed for theatre TV possibilities, this official said, "and I wouldn't be surprised to find sets installed there in the not too distant future."

Preferred Another Word

The UPT spokesman said he would have been happier if Wallerstein had used a word other than "cancelled." "It's true," he declared, "that we had plans for putting the equipment in another five or six B & K theatres, and that we had visualized the whole process going forward a little faster than it has, but none of the equipment was ever specifically earmarked for them."

Here are some of the detailed figures which B & K gave the Commission on the financial results of Theatre TV showings at its theatres:

On theatre TV showings of five of the 1949 World Series games, the State-Lake Theatre had income of $8,536, with the admission price boosted to $1.25, and expenses of $11,854, with a net loss of $3,318.

For theatre TV showings of six Illinois U. football games in 1950, the Tivoli and State-Lake theatres took in $16,336. Expenses were $38,311, for a net loss of $21,975 on the theatre TV end. This was trimmed slightly to $18,475 by income from the sale of the film for later, non-theatre TV showing.

On the Louis-Savold, La Motta-Murphy, Layne-Marciano and Robinson-Turpin fights last year, the State-Lake had $7,147 from admissions and expenses of $12,312, for a loss of $5,165. The Uptown Theatre made a profit on the Robinson-Turpin fight, taking in $7,318 with expenses of $5,676. However, it took losses of $2,891 on the Saddler-Pep fight, $9,662 on the Notre Dame-Indiana football game in September, and $892 on the Illinois-Michigan football game last November.

Losses on four sports events telecast at the Marbro Theatre ranged from $2,308 on the Saddler-Pep fight to $46 on the Notre Dame-Michigan State game.

The Tivoli Theatre made a profit on one event—the Robinson-Turpin fight—when it netted $1,213. On five other fights it lost anywhere from $706 to $2,336, and on three football games last fall its losses ranged from $753 to $981.

The Paramount, in Hammond, Ind., lost $513 on the Notre Dame-Michigan State game and $795 on the Illinois-Michigan game. In all cases, the only income was from admissions, except the sale of film rights to the 1950 Illinois football games. Expenses covered such items as rights to the telecast, payments to the universities, film, chemicals, advertising, pickup costs, local lines, and theatre TV network billings.

UPT Given Extension

(*Continued from page* 1)

Phil Marcus replied "no comment."

The government also suffered a setback when the court granted UPT's motion on a relatively minor issue governing the Paramount Theatre in Los Angeles which it owns with Fanchon and Marco interests.

Denied were the U. S. proposals to set a 30 to 60-day deadline for the divestiture of the remaining 184 UPT theatres, which according to the 1949 Paramount consent decree were to have been disposed of by March 3, 1952. The defeated government motion also would have set up court appointed trustees if UPT had not disposed of the theatres within the new time limit.

In arguing in behalf of UPT, counsel George Gallantz, of the law firm of Simpson, Thatcher and Bartlett, pointed to the record of accomplishment made by the circuit in the disposal of its theatres. He said of the 1,071 theatres that were affected by the terms of the decree, UPT had filled its commitments on 888 theatres. The remaining 184, or 17 per cent, he said have been the most difficult because the greater majority of them entail joint interests. The number of joint-interest theatres still to be disposed of he put at 152.

Proposed Yearly Target Date

While UPT had originally asked for a two-year blanket extension, Gallantz during the three-hour court session proposed that the court set a yearly target date for the disposal of half the theatres in each year. Although the court did not go along with this proposal, the 18-month extension was welcomed by UPT.

Marcus, in his argument to the court, claimed that UPT had not lived up to the spirit of the consent decree, citing affidavits from exhibitors in Florida and Texas to support his contention.

A great deal of emphasis was was placed by Marcus on allegations that UPT in certain situations, while disposing of its theatres, moved up the playing time policy of its remaining houses. This, he said, blocked the furtherance of competition as required by the the decree, and added that the Department of Justice would probe the matter and ask the court to rule on the interpretation of the decree. UPT contends, he added, that the decree did not forbid the moving up of playing time.

In the Los Angeles situation of the Paramount Theatre owned jointly with Fanchon and Marco, the court granted UPT a six-month extension following termination of current litigation, in which to dispose of its joint interest.

Recess Till Monday

Regarding a second government motion concerning a situation in Lakeland, Fla., the court recessed until Monday at 3:00 P.M. The government seeks to amend the decree requiring UPT to dispose of two "big" Lakeland theatres instead of one.

One of UPT's contentions in the major issue was that when the original consent decree judgment was entered in 1949 the three-year time limit was agreed upon without either party having had any experience in how long it would take to dispose of theatres. UPT attorney Gallantz stressed that the three-year time limit was "arbitrary," adding that UPT had met the first two deadlines, that is the disposal of one-third of the total each year. It is only in the third year, Gallantz explained, that UPT has gone to the court for relief.

In signing the 18-month extension, a provision was incorporated at Marcus' insistence that the ruling was "without prejudice" on the Department of Justice's request that UPT be prohibited from moving up its playing dates in certain situations. The Department of Justice failed in having the court incorporate its proposed amendments to the original decree aimed at stiffening the original terms.

Ellis G. Arnall, U. S. Price Stabilizer, now on leave as president of the Society of Independent Motion Picture Producers, has written a letter to Attorney General Howard McGrath opposing an extension of time for UPT.

On the Los Angeles situation, Russell Hardy appeared as counsel for Fanchon and Marco.

MPAA Progresses on TV Channels Brief

The Motion Picture Association of America's television committee reported "good progress" at the weekend in its handling of the legal and technical aspects of the brief which is being prepared for presentation at the forthcoming Federal Communications Commission hearing of appeals for theatre television channels.

At a meeting here on Friday the committee received from Vincent Welch and Edward Cooper, TV consultant and MPAA TV department chief, respectively, a run-down on the legal and technical ground covered since the MPAA board meeting of Jan. 29. Present on Friday were Earl Sponable, Ted Black, Norman Gluck, Joseph Karp, Richard Hodgson, Edward J. Smith, Ralph Cohn, Leslie B. Isaac, Sidney Schreiber and Taylor Mills.

Research Plan

(*Continued from page* 1)

an institute "one of the prime needs of the industry," Skouras holds that it should be sponsored by all segments of the industry, with producers, distributors and exhibitors sharing expenses.

Wolfson has envisaged an institute in these terms: "We cannot have a scatter-shot approach to the problem of third dimension, theatre television, audience tastes and exploitation techniques. We need an industry clearing house for testing new ideas—we need an industry laboratory where the best scientific brains can help us keep pace with developments in this electronic age — we need an industry proving ground for merchandising and housekeeping techniques."

The committee under Skouras' chairmanship consists of Leonard Goldenson, Elmer Rhoden, M. A. Lightman, Sr., Edwin Silverman, Pat McGee, Tom Edwards, Robert J. O'Donnell, Mike Kincey, Samuel Pinanski, Frank Walker, Earl Hudson, Alfred Starr and Walter Reade, Jr.

Skouras' Concept

Skouras' concept of an institute includes:

(1) Location away from production centers so that scientists and technicians can work quietly and uninterruptedly.

(2) Pooling of scientific talent so that the entire industry can benefit.

(3) Setting up the project for a test period that will be underwritten by producer-distributors, exhibitors and collateral interests.

(4) Acceptance of active support of government agencies that are interested in the progress of communications.

According to Wolfson, "many leaders in the various segments of our industry are very conscious of the need for cohesion and integration of scientific research, both as it relates to new advances in mechanical equipment and new techniques in modern merchandising."

FCC Rules DuMont

(*Continued from page* 1)

examining future witnesses, since the issue of control of DuMont by Paramount Pictures has already been passed and since the hearing is now working on issues in which DuMont is interested only indirectly.

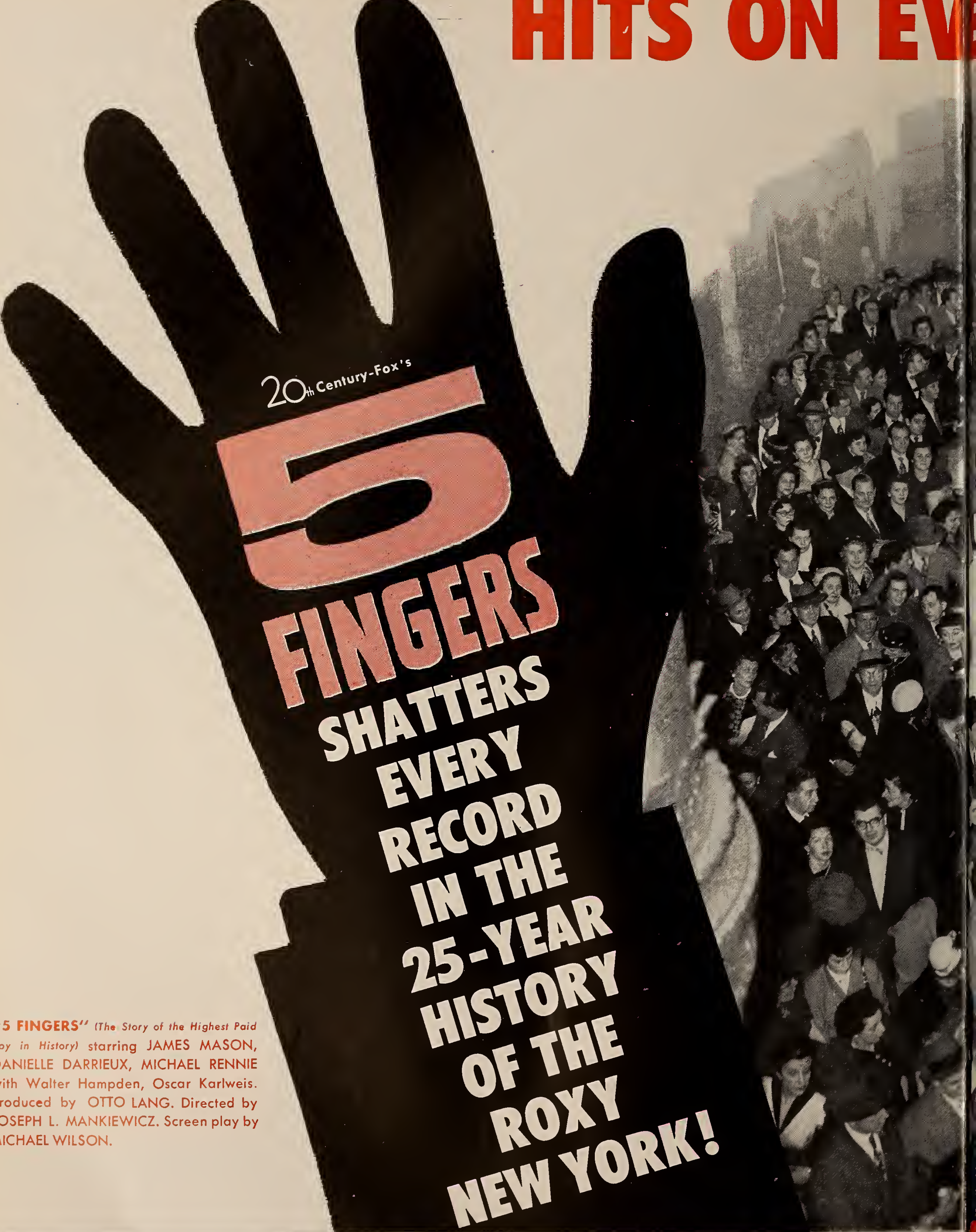
Resnick ruled that DuMont could cross-examine witnesses as long as its questioning was on matters relevant to the DuMont issues in the proceeding.

The hearings enter their eighth week tomorrow with Balaban and Katz president John Balaban on the stand. He started his testimony just before the hearings recessed Friday. Earlier B. and K. vice-president David Wallerstein had concluded his testimony and John Mitchell, general manager of B. and K.'s television station WBKB, had also testified. Discussing general programming, Mitchell said WBKB used about 25 feature films a week and that there was an "abundance" of films available.

'Queen' $8,500 Gross High

MIAMI, March 9. — "The African Queen," United Artists, set a new box-office mark of $8,500 for the opening day at the Carib, Miami and Miracle theatres here. It grossed $7,500 on the second day.

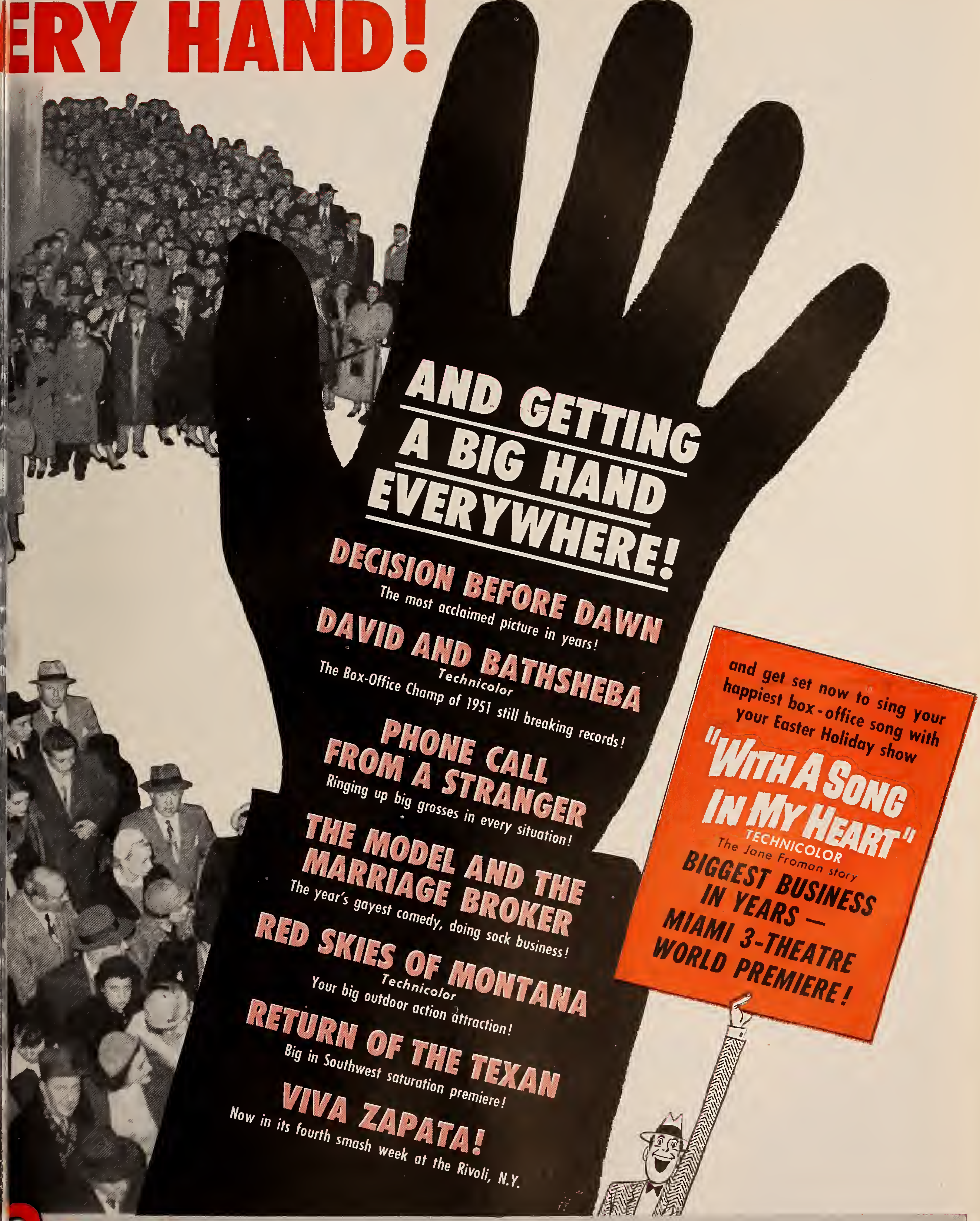
HITS ON EV


20th Century-Fox's
5
FINGERS
SHATTERS
EVERY
RECORD
IN THE
25-YEAR
HISTORY
OF THE
ROXY
NEW YORK!

"5 FINGERS" *(The Story of the Highest Paid Spy in History)* starring JAMES MASON, DANIELLE DARRIEUX, MICHAEL RENNIE with Walter Hampden, Oscar Karlweis. Produced by OTTO LANG. Directed by JOSEPH L. MANKIEWICZ. Screen play by MICHAEL WILSON.

THERE'S NO BUSINESS LIKE

ERY HAND!



AND GETTING A BIG HAND EVERYWHERE!

DECISION BEFORE DAWN
The most acclaimed picture in years!

DAVID AND BATHSHEBA
Technicolor
The Box-Office Champ of 1951 still breaking records!

PHONE CALL FROM A STRANGER
Ringing up big grosses in every situation!

THE MODEL AND THE MARRIAGE BROKER
The year's gayest comedy, doing sock business!

RED SKIES OF MONTANA
Technicolor
Your big outdoor action attraction!

RETURN OF THE TEXAN
Big in Southwest saturation premiere!

VIVA ZAPATA!
Now in its fourth smash week at the Rivoli, N.Y.

and get set now to sing your happiest box-office song with your Easter Holiday show

"WITH A SONG IN MY HEART"
TECHNICOLOR
The Jane Froman story

BIGGEST BUSINESS IN YEARS — MIAMI 3-THEATRE WORLD PREMIERE!

20th CENTURY-FOX BUSINESS

MGM Begins Series Of Promotional Meetings on Coast

HOLLYWOOD, March 9.—M-G-M tomorrow will begin the first of a series of meetings at the studio between Howard Dietz, vice-president and director of advertising-publicity; Howard Strickling, studio publicity chief; Dan S. Terrell, exploitation head; studio executives, publicity and advertising men, and the six newly-appointed divisional promotional men.

Arriving today from the field were Emery Austin, Southern, division, Atlanta; Arthur Canton, Eastern, New York; E. B. Coleman, Southwestern, Dallas; Ivan Fuldauer, Midwest, Des Moines; Ted Galanter, Western, San Francisco, and E. C. Pearson, Central, division, Cleveland.

Screening Today

A screening of "Singin' in the Rain" will be held tomorrow and this will be followed by visits to various studio departments. Other screenings will include those for "Skirts Ahoy!" and "Scaramouche."

Under the expanded program, the field men will work in closer contact with newspaper editors, radio stations and television outlets and supply a faster service to theatre and circuit advertising and promotion departments.

It is planned to replace each man in the territories from which the divisional representatives formerly operated.

Review

"My Six Convicts"

(Columbia Pictures)

A HEART-WARMING STORY, told with taste and humor, is unfolded in this Stanley Kramer production based on Donald Powell Wilson's popular autobiography, "My Six Convicts." It concerns the experiences of a young psychologist assigned to inaugurate a rehabilitation program in a state prison.

The challenge of winning over the hard-bitten inmates is the crux of the story and it is so effectively handled on the screen that there is virtually complete identity and sympathy with the young psychologist, Dr. Wilson, portrayed by John Beal. The high level of interest should pay off handsomely at the box-office.

When he enters the prison, Beal's immediate problem is how to put theory into practice, how to win the prisoner's cooperation for a series of intelligence tests. His first efforts meet with disaster. It is only when he gets the assistance of a handful of inmates—the six convicts—that he is able to proceed. And it is with the introduction of the six convicts that the film gains momentum, for they are all colorful characters. Special mention should be made of the portrayals of Millard Mitchell, safecracker extraordinary, and Punch Pinero, mobster and killer.

Episodes such as the smuggling in of the sweetheart of one of the disturbed prisoners, an attempted jailbreak, and a hypnotic session, punctuate the film. One rollicking highlight is the day of freedom given to safecracker Mitchell, who is called upon to open the safe of a bank in a nearby town—with the sanction of the law.

Edna and Edward Anhalt were associate producers. Hugo Fregonese directed, from the screenplay by Michael Blankfort. Others in the cast include Gilbert Roland, Marshall Thompson, Alf Kjellin, Henry Morgan and Jay Adler.

Running time, 104 minutes. General audience classification. March release.

MURRAY HOROWITZ

Wells to Classic Pictures

SAN FRANCISCO, March 9. — Bob Wells, booker for General Theatrical Co. here, has resigned to head the San Francisco office of Classic Pictures, with Dick Barth.

EASTER
. . . For a happy ^ Holiday!
JUDY HOLLIDAY
The MARRYING KIND
from Columbia!

South Dakota Group Plans Convention

MINNEAPOLIS, March 9. — The South Dakota Exhibitors' Association, dormant for a year, plans a spring or early summer convention, Leo Peterson, president of the group, revealed here, stating that a letter will be mailed to all exhibitors in the state this week, polling them on a convention date.

He pointed out that the association must organize for the 1952 "Movietime, U.S.A." campaign, as well as to name legislative committees to prepare for any proposed anti-film laws that may come before the state legislature when it convenes next January.

Peterson warned state exhibitors to be on the lookout for policies being issued by insurance agents on mercantile forms in place of the regular theatre forms. Peterson declared that the exhibitor would have difficulty in collecting damages on certain items in case of fire under the mercantile form, pointing out that under this form theatre seats, carpets and other items are listed as fixtures and furnishings instead of being a part of the building, as in the theatre form of insurance policy.

79-Million Roxy Gross in 25 Years

New York's Roxy Theatre, which celebrates its 25th anniversary tomorrow, has played a total of 749 pictures, to 107,067,319 admissions and a total gross of $78,876,070, the management reported at the weekend.

The first picture shown was "The Love of Sunya," with Gloria Swanson. Longest run pictures included "Wilson," for eight weeks in 1944, with an attendance of 890,029 and a gross of $851,973; and "The Razor's Edge," also eight weeks, in 1947, with an attendance of 902,137 and a gross of $989,461.

NEWS in Brief . . .

ROCHESTER, N. Y., March 9. — Checks for about $20,000,000, the largest total in the 40-year history of the wage dividend plan, have been sent to about 49,000 Eastman Kodak workers in the United States. Eligible persons will receive $27.50 for each $1,000 earned at Kodak during the five years 1947-1951. Last year's wage dividend rate was the same, while the total paid was about $18,000,000.

●

First print of Walt Disney's all-live-action "The Story of Robin Hood," has arrived in the U. S. from England and is being screened for Disney and RKO Radio home office officials. Meanwhile, plans have been completed for the world premiere of the picture at the Leicester Square Theatre in London on Thursday, for the benefit of the British National Advertising Benevolent Society.

●

BUFFALO, March 9.—Known as "one of the deans of American theatrical press agents," George Atkinson of Columbia Pictures, discussed his 50 years in the theatre before the State Teachers College assembly here last week. He also addressed a public session in the Buffalo Public Library and Clarence Central High School students. He is touring the country on behalf of Columbia's "The Death of A Salesman."

Kane Honored at Clark Tribute

DALLAS, March 9. — Paramount's newly appointed South Central division manager Alfred M. Kane will also be honored at the testimonial to be given his predecessor, M. R. (Duke) Clark at the luncheon tomorrow at the Baker Hotel here.

Karl Hoblitzelle and Robert J. O'Donnell, president and general manager, respectively of the Interstate Circuit, will host the all-industry affair set up to officially welcome Kane to his new post and to bid farewell to Clark who resigned recently because of poor health. Kane has been with Paramount since 1925 and was assistant Eastern - Southern division sales manager from 1947 until he took over his current duties on March 1.

E. K. O'Shea, vice-president of Paramount Film Distributing Corp., Jerry Pickman, ad-publicity vice-president, and Hugh Owen, Eastern-Southern division manager, will represent the home office at the affair.

Wolf to Induct Miami Tent Officers Wed.

Marc J. Wolf, chief barker of Variety Clubs International, will dedicate new clubrooms and induct new officers for the Miami Tent at a special function Wednesday which will bring together people in show business in that area who will pay tribute to the Tent on the work it is doing on the Miami Children's Heart Hospital. Wolf will be assisted by George Hoover, second assistant chief barker of Variety International and one of the organizers of the Tent.

Following the Florida function, Wolf and his wife will leave from New Orleans on an 11-day cruise to the Caribbean. On his return he will go to Oklahoma City to speak at the banquet of the Oklahoma Tent on March 25.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 48 NEW YORK, U.S.A., TUESDAY, MARCH 11, 1952 TEN CENTS

Exchange Help Seen In Plan To Bolt 'IA'

Coast Report Is 3,000 In US Seek New Union

SAN FRANCISCO, March 10.—IATSE film exchange workers across the country, numbering some 3,000, are contemplating a breakaway from the "IA" union with a view to forming their own national labor organization, it was reported today in exchange labor circles here.

It was also reported that plans for an organizing meeting in Chicago this summer are being circulated among exchange workers in most or all key cities in the country.

The rebellious forces are said to include shippers, inspectresses, bookers, salesmen and office help. It is questionable, however, whether salesmen would be involved since such employes are organized in an indepen-

(*Continued on page* 4)

Tax Figures Show Only 4% BO Dip

WASHINGTON, March 10.—If Bureau of Internal Revenue general admission tax collection figures are any gauge, box-office receipts in 1951 were slightly more than four per cent below those in 1950.

General admission tax collections from February, 1951, through January, 1952, reflecting box-office business during the 12 months of 1951, totalled $340,632,140. Collections from February, 1950, through January, 1951, reflecting business during the calendar year 1950, amounted to

(*Continued on page* 4)

18 'Movietime USA' Star Tours Are Set

Eight "Movietime U. S. A." personalities tours have been set for this spring and exhibitors of 10 exchange territories have requested tours for next fall, it was revealed here yesterday by Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations.

Tours already set for spring are as follows: March 16, Oklahoma City; April 13, Atlanta; April 20, Albany;

(*Continued on page* 3)

QP Showmanship Awards Judges Hear Downing

(*Picture on Page 4*)

Confidence in the future of motion pictures and recognition of the contributions being made to that future by the annual Quigley Showmanship Awards contests were expressed yesterday by Russell Downing, executive vice-president of Radio City Music Hall, guest speaker at a luncheon at Toots Shor's here following the judging of the 18th annual Quigley Awards.

A conviction that the industry again is approaching a "bright period" also was voiced by Martin Quigley, who presided at the luncheon which was attended by more than 50 industry advertising-publicity-exploitation executives and other executive guests, most of whom served as judges for the showmanship contest.

Qualifying for the final judging were 65 individual campaigns on pictures entered in the annual contest conducted by the Managers' Round Table department of *Motion Picture Herald*. Ballots of the judges are now being counted and winners will be announced shortly.

Congratulating Quigley for continuing the awards contest, Downing said he had been impressed by the "wealth and brilliance" of the ideas in the campaigns entered in the contest, which, he said, augurs well for the future of the industry.

"If the Quigley Awards do no more than offer an incentive to the younger showmen," Downing said, "they make a valuable contribution to the industry."

(*Continued on page* 4)

Name Thalhimer to Head 30-man TOA Anti-Tax Committee

Thirty members of the theatre Owners of America have been named by Mitchell Wolfson, president, to serve as a special tax committee, under the chairmanship of Morton G. Thalhimer of Richmond. The group was formed, Wolfson said, "for the purpose of cooperating and co-ordinating our efforts with the Council of Motion Picture Organizations' committee on taxation."

Morton Thalhimer

Wolfson said also that "The threat

(*Continued on page* 5)

McCleaster Heads Central Division

Tom McCleaster has been promoted to division manager of a newly-reconstituted Central division for 20th Century-Fox, by Al Lichtman, director of distribution for the company. McCleaster was formerly Indianapolis branch manager. Ray Moon, who is

(*Continued on page* 3)

NY First-runs Hold Fairly Good Level

Grosses along Broadway this week maintained a fairly good level.

Doing well among hold-overs was "Five Fingers" at the Roxy, which is also headlining Dorothy Lamour on stage. A robust $68,000 is forecast for the third week of the 20th Cen-

(*Continued on page* 5)

Commons Told US Film Remittances for 1951 Were $24,434,314; Up $5-Millions

London, March 10.—American film remittances from the British market were up approximately $5,000,000 last year over 1950 remittances, it was disclosed in a written answer today to a House of Commons question put to the Exchequer.

Total American film remittances for 1951 amounted to £8,726,541, ($24,434,314), compared with £6,993,668 ($19,582,270) in 1950, Commons was told.

Remittances for 1947, the last period during which free convertability of sterling was permitted, amounted to £13,420,362. In addition to the subsequent imposition of conversion restrictions, the pound was devalued in 1950; hence an accurate dollar comparison is not possible for that year.

B. & K. Head Says TV Comes Ahead of Films

J. Balaban Would Show Films on TV First

WASHINGTON, March 10.—Balaban and Katz president John Balaban said today that if he had to to make a choice of using a feature on his television station or for theatre exhibition he would use it for TV.

"I would favor television," he said. "Television is a grant and I would want to protect that grant."

The B. and K. head made this statement in response to questioning by Federal Communications Commission counsel James Juntilla, during the FCC's catch-all Paramount hearing. Later, under cross-questioning by Morton Galane, counsel for Allen B. DuMont Laboratories, Inc., he amplified his statement to say that this held not only for one situation, but even if pictures were offered week after week for use on TV or in theatres—he

(*Continued on page* 5)

Vote to Reactivate Chicago Loge 15

CHICAGO, March 10.—At a meeting held at the Congress Hotel yesterday the Motion Picture Salesmen of Chicago voted to reactivate the Chicago Loge 15 of the Colosseum of the Motion Picture Salesmen of America. Most of the Chicago salesmen are back in the fold but a few still are holding out. The local Loge seceded from the Collosseum last summer.

E. L. Goldberg of Paramount Pictures, newly elected president, felt the move would be fruitful.

Lawyers Guild Aid To 'Miracle' Appeal

Washington, March 10.—A "friend of the court" brief has been filed at the Supreme Court by the National Lawyers Guild in support of "The Miracle" appeal, the brief arguing that motion pictures should be protected from censorship along with the press and other communications media. "The Miracle" had been deprived of a New York State license by the Board of Regents because it was allegedly "sacrilegious."

Short-Cut to Top Court for 'Pinky' Case

AUSTIN, TEXAS, March 10.—Steps were taken today by Texas theatre manager W. L. Gelling to test the constitutionality of motion picture censorship in the U. S. Supreme Court.

The action resulted after Judge H. M. Groves of the Texas Court of Criminal Appeals refused to sign papers which would have allowed Gelling to appeal a decision upholding his conviction for showing the 20th Century-Fox production "Pinky" in violation of a local censorship ruling in Marshall, Tex. The judge's refusal in effect created a short-cut for the case in its journey to the high court.

The effect of the technical move by the Texas court is that Gelling must get a Supreme Court justice to sign the appeal papers. Gelling's attorney, Robert L. Park of Beaumont, Tex., said this would be done immediately.

With the expected signing of the appeal papers by a high court justice, the Supreme Court would next consider whether it has jurisdiction in the case. If the high court then holds that the case is within its jurisdiction it will be asked to banish motion picture censorship as a violation of the constitutional guarantee governing freedom of expression.

Gelling, manager of the Paramount Theatre in Marshall, was fined and jailed in February, 1950, when he exhibited "Pinky" in defiance of a local board's order. The conviction subsequently was sustained by a county court and later by the Court of Criminal Appeals.

The appeal plea was filed here by Park. Associated with Park in the appeal move was Herbert Wechsler, Columbia University professor of law, and Philip J. O'Brien, Jr., of the legal staff of the Motion Picture Association of America.

New Studio Policy Set by Hartman

HOLLYWOOD, March 10.—A program designed to give Paramount studio employes in all creative phases of production a greater awareness of the problems confronting distributors and exhibitors was announced here by Don Hartman, studio production head.

Initial application of the new policy will involve the company's screen writers who will be periodically briefed on Paramount's domestic and foreign operations, including production and emphasizing the sales, distribution and exhibition aspects of studio functions.

All writers will be given an opportunity to meet with executives from the home office and foreign branches, as well as with exhibitors who visit the studio. In addition, they will be invited to attend top-level meetings to discuss general distribution policies.

Personal Mention

SAM ECKMAN, managing director for Loew's International in Great Britain, tomorrow will sail from here for England on the *S. S. Constitution,* en route to the company's international conference in Rome, which will begin March 23. ARTHUR PINCUS and MORRIS FRANTZ of the home office international publicity staff, will leave here tomorrow for Rome via KLM Airways.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Pittsburgh and will return to New York at the end of the week.

•

MARVIN SCHENCK, Loew's vice-president, will return to the Coast today following a vacation at Hot Springs, Ark.

•

SAM ZIMBALIST, M-G-M producer, is due back here today from Europe on the *S. S. Queen Mary.*

DR. HERBERT T. KALMUS, president of Technicolor, Inc., will leave Hollywood today for New York.

•

MARTIN DAVIS, assistant ad-publicity director of Samuel Goldwn Productions, has returned here from the Coast, while ALFRED CROWN, sales vice-president, has returned from South America.

•

JACK KIRBY, Warner Brothers Southern division sales manager, is back at his desk here following a two months absence recovering from a broken arm.

•

B. G. KRANZE, United Artists sales executive, left here today for a tour of UA exchanges in Pittsburgh, Washington and New Haven.

•

HOWARD STUBBINS, co-owner of Monogram's West Coast franchise, has returned to his Los Angeles office following a virus attack.

Church Unit to Cite Skouras Here Today

Church men and women, educators, representatives of news and trade press, and the motion picture industry will gather this afternoon at the Metropolitan Club here for ceremonies at which 20th Century-Fox president Spyros P. Skouras will accept the Protestant Motion Picture Council's 1951 award for "The-Picture-of-the-Year, "David and Bathsheba."

Dr. Daniel Poling of the Christian Herald Association will make the presentation to Skouras. The list of notables invited includes Paul Heard of the Protestant Film Commission; Dr. H. H. McConnell and Arthur Austin of the National Council of Churches; Dr. Renold Bridges, co-executive director of the National Council of Churches; Dr. Leiper, World Council of Churches; Rabbi William F. Rosenbloom of Temple Israel, who will deliver the invocation; Dr. Everett C. Parker, Yale University; Henry H. Ragatz, American Bible Society; Dr. Emory Ross, Foreign Missions Board; E. C. Shaw, American Baptist Convention, and Dr. Erich F. Voehringer, World Council of Christian Education, and Joyce O'Hara, Ralph D. Hetzel and Arthur H. De Bra of the MPAA.

Following the presentation, Skouras will address the gathering on the subject of "Religion and Motion Pictures."

Day Services Today

CLEVELAND, March 10. — Funeral services for William N. Day, Jr., owner of the Grand Theatre in Dunkirk, Ohio, will be held tomorrow. The veteran exhibitor died of a cerebral hemorrhage.

MGM Field Men to See 7 New Films

HOLLYWOOD, March 10.—Seven new pictures to be released between now and the end of the year will be shown to M-G-M field promotion divisional heads during their three-day visit here for studio conferences. Six of the films have color in Technicolor.

The men will attend special screenings of "Singin' in the Rain" the Technicolor musical which will have its world premiere at Radio City Music Hall, and "Carbine Williams," which stars James Stewart. Other films to be shown include "The Merry Widow," "Lovely to Look At," "Ivanhoe," "Scaramouche" and "Skirts Ahoy!" all in Technicolor.

Howard Dietz, ad-publicity vice-president; Howard Strickling, studio publicity head; Dan S. Terrell, exploitation manager, and other studio executives are meeting with the men from the field, setting tentative plans for mass penetration.

Attending, in addition to Dietz and Terrell from the field and home office are Emery Austin, Atlanta; Arthur Canton, New York; E. B. Coleman, Dallas; Ivan Fuldauer, Des Moines; E. C. Pearson, Cleveland; Ted Galanter, San Francisco.

'Quo Vadis' Display Presented by NSS

National Screen Service held a press preview here yesterday of displays especially prepared for M-G-M's "Quo Vadis." The display lined the walls of Toots Shor's third floor banquet hall. In addition to trade press members, executives of M-G-M and N.S.S. were present.

Among the displays was a giant three-dimensional, seven-foot cut-out standee, numerous murals, mats of newspaper ads, heralds, giant press books, lobby cards, etc.

$1,845,000 Paid In Film Dividends

Washington, March 10.—Publicly-reported cash dividend payments by motion picture companies amounted to $1,845,000 in January, compared to $1,849,000 in January 1951, the Commerce Department reports.

Preliminary Talks On French Pact Fri.

WASHINGTON, March 10. — Initial discussions looking toward renegotiation of the French-American film pact will be held here Friday.

Top officials of the Motion Picture Association of America and the Society of Independent Motion Picture Producers will meet with Harold F. Linder, Deputy Assistant Secretary of State for Economic Affairs, and with other Department officials. President Eric A. Johnston and vice-presidents John McCarthy and Joyce O'Hara will represent the MPAA, while James A. Mulvey will speak for SIMPP.

To Discuss Line

The meeting will discuss the best time for actually starting talks with the French, the line to be followed, and other problems. Both industry and government officials here have been long reported as wanting to wait until the very last moment to actually start the new talks, on the theory that the French economic-political situation at present will lead the government to be "tougher" on American film companies than it might at some later date, when the situation has improved.

John Lewis Cass, 51

HOLLYWOOD, March 10.—John Lewis Cass, 51, a veteran of almost 30 years in the film industry, died last week in Santa Monica. For the past 19 years Cass had been a sound technician with RKO Pictures. He is survived by the widow, Florence, and a son, William.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
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SNOW WHITE and the SEVEN DWARFS
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MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

National Pre-Selling

BOB SEAMAN of *Look* magazine reports that three years ago, acting on the advice of motion picture sources, *Look* concentrated on bringing the magazine to the attention of theatre owners and managers, from Coast to Coast. "Results of this campaign were exceptional," he says, "and our latest check allows us to report that *Look* is now read by 80 per cent of all exhibitors in the country." The new issue of *Look,* out today, carries a full-page, full-color ad from RKO on "Rancho Notorious" which parallels trade-press advertising now current; and two sponsored pages in which Debbie Reynolds appears in full-color for Max Factor, and June Allyson, in a color page for Lestre-Creme Shampoo.

●

A particularly fine full-page picture of Yvonne DeCarlo, with credit to her appearance in Warner Brothers' "The San Francisco Story" has been set as a full-page ad by Lux Soap in seven national magazines for April, following the initial appearance in *This Week* last Sunday. The portrait page is scheduled to appear in *Ladies' Home Journal, McCall's, Woman's Home Companion,* Fawcett magazines, *True Story* and *Woman's Day,* with a total national readership of 100,000,000. The picture is set for national distribution beginning April 9.

●

Francis M. Winikus, national director of advertising, publicity and exploitation for United Artists, enjoyed one of the special privileges of radio broadcasting when he spoke over a closed circuit to executives and program managers of 450 Mutual Broadcasting System with reference to the month-long, national promotion of "The Green Glove," which is the network's selection as the "Movie Mystery of the Month" and an upcoming United Artists release, kicking off at the RKO Grand Theatre in Cincinnati.

●

***Family Circle* magazine, with a circulation of 3,500,000, announces the following "Screen Awards" in its current March issue: Vivien Leigh is the best actress; Marlon Brando, the best actor; Kim Hunter the best supporting actress and Elia Kazan, the best director. All are credited with contributions to the outstanding qualities of Warner Brothers' "A Streetcar Named Desire."**

●

The world premieres of Universal's "Flesh and Fury" in New Orleans, and "Steel Town" in Detroit, both scheduled for this week, will launch the most intensive two months of promotional activity in U-I history, with tours of stars and featured players to key and sub-key cities. Tony Curtis and Jan Sterling are participating in the opening of "Flesh and Fury" in New Orleans on Wednesday, while Ann Sheridan, John Lund and Howard Duff, stars of "Steel Town," are taking part in the ceremonies in Detroit on Thursday. Following, both groups will hit other key cities and come into New York for radio and television, national press and magazine activities.

WALTER BROOKS

Review

"Flesh and Fury"

(*Universal Pictures*)

FAST AND FURIOUS, a la fisticuffs in the ring, is "Flesh and Fury," a very marquee-marketable product for showmen who know what to do with the names of Tony Curtis (remember "The Prince Who Was a Thief?), Jan Sterling, Mona Freeman, Wallace Ford, Connie Gilchrist and Katherine Locke.

The story takes a deaf-mute boxer, Tony Curtis, through a series of very exciting, very realistic prizefights, the net economic results of which make him the monetary pawn of glad-hander, party-loving (but "dummy"-hating) Jan Sterling. The good-natured, longing-for-affection Tony is impressed by Jan's attention, but he learns, eventually, that Jan's attention and misunderstood affection were pointed in the direction of the purses which Tony received from the bouts that he won with uncanny frequency.

The real romance culminates with the always-sympathetic Mona Freeman, after Tony, in the big Welterweight Championship fight, takes a terrific shellacking—what a fight—bounces back from the grogginess of the canvas, scores a sensational knockout—and learns that little playmate Jan had a big-dough bet against him, while nearby at the ringside, little Mona's heart was beating for him.

Leonard Goldstein produced—with an eye toward the box office. Joseph Pevney directed, with speed, and precision, from Bernard Gordon's convincing screenplay, which he wrote from William Allan's story. Particularly professional in this production is the ringside photography of Irving Glassberg, ASC. Others in the very capable cast are Joe Gray, Ron Hargrave, Harry Guardino, Harry Shannon, Harry Raven, Ted Stanhope, and others.

Running time, 84¼ minutes. General audience classification. March release.

JAMES CUNNINGHAM.

McCleaster Heads

(*Continued from page* 1)

now a Universal sales executive, was formerly in the 20th-Fox Central division post.

McCleaster will make his headheadquarters in Cleveland with branches in Detroit, Cincinnati and Indianapolis also coming under his supervision. The Chicago office, previously a part of the Central division, will operate under branch manager Tom Gilliam, independent of divisional guidance and will be directly supervised from the home office.

William T. Keith, formerly salesman in the New Orleans exchange will become Indianapolis branch manager replacing McCleaster in that post.

Another Promotion

Another promotion is the appointment of Victor Beattie as Calgary branch manager. Beattie, who was a salesman in Toronto, replaces Vern Skorey, who at his own request, has been transferred to the United States as a salesman in the Minneapolis exchange.

18 Star Tours Set

(*Continued from page* 1)

April 27, Buffalo and Virginia; May 11, Memphis; May 18, Milwaukee; June 22, Salt Lake City.

Tours will be held in the fall in territories served by New Haven, Indianapolis, Washington, New Orleans, Dallas, St. Louis, Minneapolis, Detroit, Des Moines and Seattle.

Exhibitors in several additional territories have expressed a desire to hold Movietime tours, but have not yet set dates, Mayer said.

Warner Theatres List 7 for Sale in Chi.

CHICAGO, March 10. — Warner Brothers Theatres yesterday advertised seven of their 12 Chicago theatres for sale. The ad, which ran in the Chicago *Tribune* on the financial page, listed the Avalon, Capitol, Cosmo, Chatham, Ogden, Shore and Stratford theatres.

SAG Invites Producers

HOLLYWOOD, March 10.—Screen Actors Guild invited 60 television film producers, non-members of any producers association, to meet with a Guild committee March 24 to institute negotiations for a new contract. SAG negotiations with Alliance of Television Film Producers starts March 19.

NEWS in Brief . . .

Loew's Woodside Theatre in Queens has been bought by St. Sebastian's Roman Catholic Church. As soon as re-construction contracts can be let the house will be remodeled and converted into a church.

Sale of the property was a step by Loew's to comply with the terms of the consent decree.

●

Over $700,000 of the Cinerama, Inc., five per cent convertible debentures, offered to the public recently have been sold, a spokesman for the underwriting firm of Gearhart, Kinnard & Otis, Inc., disclosed here yesterday. The total debentures offering was $1,000,000.

Cinerama holds the rights to exploit and use the Vitarama process which aims to obtain three dimensional perception and perspective by peripheral vision.

●

ALBANY, N. Y., March 10.—Max Friedman, chief booker for Warner Theatres upstate since 1935, has resigned. He worked for the Blank circuit in Des Moines and for Warner in Pittsburgh, before coming to Albany. Lawrence Lapidus, assistant booker here for two years and prior to that a Warner employee in Philadelphia and Newark, will succeed Friedman. He is the son of Jules Lapidus, Warner Brothers division manager.

Helen Wisper, former head booker in the 20th Century-Fox branch, succeeds Lapidus.

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This a
Pretty
Dish
to Set
Before
A Crowd
!
!
An Easter Feast!
JUDY HOLLIDAY
in Columbia's
The MARRYING KIND!

4% B.O. Dip

(*Continued from page* 1)

$355,679,176, slightly more than $15,000,000 greater.

The total for the year became known yesterday when the Bureau made public its figures for January collections. It said general admission tax collections in January, 1952, reflecting December, 1951, business, amounted to $22,853,932, more than $4,000,000 below the $26,865,033 collected in January, 1951, from December, 1950, business.

This was the sharpest drop below the a-year-ago figures since March of last year. Ever since March, either the current month figure has been above that of the previous year or it has been no more than $2,000,000 or $3,000,000 below. The October collection figure, for example, was more than $2,000,000 ahead of October, 1950. The November figure was down slightly more than $3,000,000, while the December figure was off only about $600,000.

Total admission tax collections in January, including roof garden and cabaret taxes and various overcharges as well as general admission collections, amounted to $26,634,691.

No 'Andersen' Deal Yet

No distribution for Samuel Goldwyn's "Hans Christian Andersen" has been set, James A. Mulvey, president of Goldwyn Productions, declared here yesterday upon his return from Hollywood where the Danny Kaye film is now being shot. Goldwyn, whose releasing deal with RKO expires in June, recently conferred with United Artists executives on "Andersen" distribution.

Teachers to Hear North

Composer Alex North will speak at the fourth session of the in-service course for teachers given by the Organization of the Motion Picture Industry for the City of New York, in cooperation with the New York Board of Education, this afternoon, at the High School of Performing Arts.

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Quigley Publications Photo

RUSSELL DOWNING, executive vice-president of Radio City Music Hall, photographed while addressing the luncheon yesterday at Toots Shor's Restaurant here for judges of the 18th annual Quigley Showmanship Awards. Flanking the speaker, who is seen standing at the dais, are, left to right: Charles Einfeld, advertising-publicity vice-president of 20th Century-Fox; Robert Mochrie, distribution vice-president of RKO Pictures; Martin Quigley and Herman Robbins, president of National Screen Service.

Showmanship Awards

(*Continued from page* 1)

He recalled that the 1948 Awards winner, Charles Hacker, had come to the attention of Radio City Music Hall by that means and had been employed by the theatre, in consequence. "He has proved a valued asset to the Music Hall," Downing said.

He cited factors essential to successful operation in this industry which are common to all businesses—a good product, fairly priced, attractively advertised, and presented in comfortable surroundings with service that commends itself to the public.

Elaborates on Services

Elaborating on the services which theatres can and should offer the public, Downing described the training of Music Hall employes and the supplying of special services and equipment to the handicapped patron. He read letters of appreciation from theatre patrons and rejected the assumption that the Music Hall is unique in being able to afford and extend special services.

"It is more difficult to put personal warmth into a 6,000-seat theatre than it is into a smaller one," he said. Downing said the services have paid for themselves many times over and have built immense goodwill for the Music Hall.

"Your patrons should be regarded as guests in your house," he advised. "If they're not treated that way, they will have guests in their houses seeing television."

From the campaigns exhibited, Downing said he was convinced that excellent product is on the way and that it will be well advertised.

"With good theatres and good service therein, the industry will be kept prosperous for many, many years," he said.

Downing also congratulated Quigley on the inauguration of the "Herald Institute of Industry Opinion," which he said, is proving a valued guide to the answers to problems now besetting the industry.

Turning Toward Bright Period

Asserting that he feels the industry is turning toward a new, bright period, Quigley said that much is dependent on the whole range of industry public relations. The annual Showmanship Awards, he pointed out, make a contribution to that, as well as fulfilling their original intent, to enrich motion picture showmanship.

Quigley introduced Walter Brooks, editor of the Managers Round Table department; three previous grand award winners who were present, Harry Goldberg of Warner Theatres; Lige Brien of United Artists, and Hacker, and these out-of-town showmen who attended the luncheon: Emil Bernstecker of Wilby-Kincey Theatres, Atlanta; Larry Grabern of Canadian Odeon Theatres, and James Nairn of Famous-Players Canadian circuit, the latter two from Toronto.

Others present, in addition to representatives of Quigley Publications, included:

PAUL ACKERMAN, director of advertising and publicity, Paramount International; LEON BAMBERGER, sales promotion manager, RKO Radio; FORTUNE BARONAT, director of publicity, Universal International; MARTIN BENNETT, manager, RCA theatre equipment sales; DAVID BLUM, director of publicity, Loew's International; SID BLUMENSTOCK, advertising manager, Paramount Pictures; LEON BRANDT, director of advertising and publicity, Lopert Films; RODNEY BUSH, exploitation executive; 20th Century-Fox; SAMUEL COHEN, foreign publicity director, United Artists; HY DAAB, publicity and advertising director, Selznick Studio.

Also, ALFRED E. DAFF, director of world sales, Universal International; MARTIN S. DAVIS, publicity department, Samuel Goldwyn Productions; GEORGE F. DEMBOW, vice-president, National Screen Service; OSCAR A. DOOB, general theatre executive, Loew's Theatres; CHARLES EINFELD, vice-president in charge of advertising-publicity, 20th Century-Fox Films; ERNEST EMERLING, advertising-publicity director, Loew's Theatres; LYNN FARNOL, special representative, Motion Picture Industry of the City of New York; WILLIAM C. GEHRING, executive assistant general sales manager, 20th Century-Fox; MELVIN L. GOLD, director of advertising-publicity, National Screen Service; MONROE GREENTHAL, Greenthal Co.

Also, BEN H. GRIMM, advertising manager, RKO Radio Pictures; WILLIAM J. HEINEMAN, vice-president in charge of distribution, United Artists; JOHN JOSEPH, Eastern publicity director, Loew's; JERRY KEYSER, foreign publicity manager, Warner Brothers International; MORI KRUSHEN, exploitation manager, United Artists; HOWARD R. LE SIEUR, director of advertising and publicity, Columbia Pictures; LAWRENCE H. LIPSKIN, assistant to the president, Columbia International; JEFF LIVINGSTON, Eastern advertising manager, Universal; FRED LYNCH, director of publicity-advertising, Radio City Music Hall; HARRY K. MCWILLIAMS, exploitation manager, Columbia Pictures.

Also, HARRY MANDEL, national director of advertising-publicity, RKO Theatres; SIDNEY MESIBOV, director of exploitation, Paramount; JOHN J. O'CONNOR, Universal Pictures vice-president; DON PRINCE, director of publicity, RKO Radio; CHARLES M. REAGAN, general sales manager, Loew's; HERMAN ROBBINS, president, National Screen Service; MONTAGUE SALMON, managing director, Rivoli theatre; SIDNEY SCHAEFER, director of media and printed advertising, Columbia Pictures; CHARLES SCHLAIFER, Charles Schlaifer Co.; SILAS F. SEADLER, advertising manager, M-G-M; MEAD WALWORTH, sales manager, Westrex Corp.; PHIL WILLIAMS, theatrical sales manager, March of Time; MAX E. YOUNGSTEIN, vice-president, United Artists.

Exchange Help

(*Continued from page* 1)

dent union, the Colosseum of Motion Picture Salesmen of America.

The present IATSE contract embracing front and back office exchange workers in all parts of the country except New York, San Francisco and Portland, Ore., was negotiated by the "IA" international in New York. It will expire in December of this year. Contracts for the three exchange centers mentioned are negotiated separately on local levels. The pact covering San Francisco and Portland was said to have been signed recently with a granting of sizeable increases, but only after Harry Bridges' Maritime Union made an attempt to take over the locals.

It is the opinion in labor circles here that if the national unit of "IA" exchange workers affiliated with a rival labor union prior to the expiration of their contract a jurisdictional dispute would be created since the National Labor Relations Board has ruled that film exchange work comes under the jurisdiction of the "IA."

The policy of Richard F. Walsh, IATSE international president, has been to initiate negotiation of an exchange contract on a national basis only after taking a poll of exchange locals. Each time the contract has expired during the past decade a majority of the locals has voted for the international office to handle the negotiations.

Attempts to reach Richard F. Walsh, IATSE president, in New York yesterday for comment on the reported move of exchange workers were unsuccessful.

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B'way Grosses

(*Continued from page* 1)

tury-Fox film, which will be replaced on Friday by "Deadline, U. S. A."

A big $103,000 is seen for the ninth inning of "The Greatest Show on Earth" at Radio City Music Hall. An estimated $40,000 is due for the third stanza of "African Queen" at the Capitol, a gross which is considered fine.

"Belle of New York" opened to a healthy initial week's gross of $27,000 at Loew's State. The first stanza of "Bugles in the Afternoon" at the Warner, is expected to hit only a fair $28,000.

Among the newer films, "Hoodlum Empire" at the Globe is expected to rack up a more than satisfactory $20,000 for its first week.

At the Paramount, "Boots Malone" bows in tomorrow, with Ella Fitzgerald featured on stage, replacing "This Woman Is Dangerous," which is estimated to do a good $50,000 for its second and final week.

Parents and children are still flocking to see the reissue of "Snow White and the Seven Dwarfs" at the Criterion where a strong $25,000 is forecast for the third week. The 18th week of "Quo Vadis" at the Astor is expected to rack up a solid $22,000. At the Mayfair, a nice $27,000 is seen for the sixth inning of "Sailor Beware."

"Viva Zapata" at the Rivoli is holding up well with $18,000 estimated for the fifth week. "The Marrying Kind" will have its premiere at the Victoria on Thursday, replacing "Death of a Salesman," which is expected to complete its 12-week run with a fairly good $11,500.

Among off-Broadway houses, "Cry, the Beloved Country" at the Bijou is forecast to rack up a healthy $8,000 for its seventh inning, while "The Lavender Hill" mob at the Fine Arts Theatre is due for a solid $5,700 for its 21st stanza.

Also doing well is "The Woman in Question" at the Park Avenue Theatre with $5,200 seen for the third and final week. It will be replaced on Monday by "Just This Once." Another good grosser is "Royal Journey" at the Guild Theatre where a second week is expected to hit a big $10,500.

"The River," which is now on a continuous run policy at the Paris, is indicated to roll up a nice $8,000 for its 27th week. A fair $3,100 is seen for the third inning of "Navajo" at the Baronet.

"Love Is Better Than Ever" at the 52nd Street Trans-Lux is heading for an all right $7,000 for its initial week, while a fair $3,700 is forecast for the fifth inning of "The Magic Garden" at the 60th Street Trans-Lux.

New Palace Theatre Bill Will Open Here Today

"Foodini the Great," Hope and Morey Bunin's puppet creation, will open at New York's Palace Theatre today, with the new show headed by Olsen and Johnson. The Palace debut follows announcement by Paul White, president of Proctor Syndications International, that his firm had engaged Bunin and Foodini on a 20-year TV-film production-distribution exclusive.

SALESMEN

Experience non-theatrical field. To work from their own exchange centers. Unusual opportunities for right type of manpower.

Box 301, MOTION PICTURE DAILY, 1270 Sixth Ave., New York 20, N. Y.

Says TV Comes First

(*Continued from page* 1)

would still use them on television.

"I will always favor television as long as I have a license," he explained. "I know that I have a grant of a license. I know that in order to continue to have that grant from the government I have certain obligations to secure for that medium the best entertainment possible."

Earlier, in discussing the closing of more than 90 theatres in Chicago during the past year, Balaban characterized them as in the "fringe" section, without up-to-date equipment and seating. His firm's theatres were not affected, he said, nor were any modern, well-run houses. Television may have been a factor in their closing, he said, because television was "making people stay at home," and with increased admissions and parking prices, people were "more selective about going to the movies."

He added, however, that he thought movies and television were "compatible," and that the movies would not be too badly affected by video. He thought it would be like radio," he explained, when radio stars built up the market for movies and movie stars built up the radio market.

Balaban told FCC hearing examiner Leo Resnick that at one time or another B. and K. had been offered a lease on "nearly every theatre in Chicago" and others as far away as Milwaukee. "We were hard-working and we were regarded as good showmen," he said.

Asked by Galane whether he would continue to "divert product day after day" to his television station, even though it would mean "the destruction of your theatre houses investment," Balaban said that such a situation could never happen. When Galane pressed for an answer, however, Balaban replied that he would. "I would always favor television," he reiterated "because I have to protect that grant."

Balaban estimated the B. & K. theatre investment as "three or four times more" than the investment in WBKB, its television station. Galane wanted to know what would happen to the stockholders' investment in the theatres if a time came when feature pictures were readily available to TV and Balaban used them on WBKB.

"If that time comes," Balaban answered, "and the theatres in this country can't compete with television—I'm only a small part of the theatres in this country—they'll all go out of business."

Balaban insisted that "the conditions that exist at the time" would make him decide what to do about putting a picture on television or on a movie screen.

"We're only one station in Chicago presently," he said, "as against four. When the unfreeze takes place there'll be more. We won't be the determining factor in taking pictures for television. If I don't take the picture, some one else will. So I have to take it. If someone else takes it, it still affects our theatres."

Shortly before the hearing ended for the day, Walter Gross, UPT director and general counsel, took the stand to go into the phases and details of divestiture.

Two Theatres TV Kansas Cage Game

KANSAS CITY, Mo., March 10.—Two theatre-TV equipped Commonwealth Theatres reportedly racked up excellent grosses on last Friday's non-exclusive telecasting of the Kansas University-Kansas State College basketball game.

At the Ashland Theatre here, with 1,200 seats, the house was nearly full. There are about 200,000 TV sets in the Kansas City area. At the Lawrence, Kan., Granada, the 900-seat theatre was filled to capacity.

Para. Theatre Books U-T's "Bend of the River"

Universal-International's "Bend of the River" has been booked into the Paramount Theatre here for Easter, opening April 9, Charles J. Feldman, domestic sales manager, disclosed yesterday.

It will be combined with a stage bill headlining Billy Eckstine.

$8,897 for "Fingers"

WASHINGTON, March 10.—A big $8,897 was registered for the first week of "Five Fingers" at the Washington Playhouse.

Order Readied for Lakeland Situation

The New York Statutory Court yesterday indicated that it was in favor of granting the Department of Justice's bid in the Lakeland, Fla., decree situation which called upon United Paramount Theatres to divest either the Polk or the Palace theatre. The court asked UPT attorney George Gallantz and government attorney Phil Marcus to confer and agree on an order which it would sign.

Stockholder's Meet

The annual meeting of Loew's stockholders will be held April 29 in New York.

Anti-Tax

(*Continued from page* 1)

of discriminatory taxation is constantly with us, and I want this committee to evidence TOA's vigilance and continuing support of every industry program for tax relief."

The 29 other members of the TOA committee are: R. B. Wilby, Atlanta; John Rowley, Dallas; F. H. Ricketson, Denver; H. E. Buchanan, Hendersonville, N. C.; Robert E. Bryant, Rock Hill, S. C.; Morris Loewenstein, Oklahoma City; C. B. Akers, Tulsa; A. Julian Brylawski, Washington; Ed Hyman, New York; Robert R. Livingston, Lincoln; Arthur H. Lockwood, Boston; Tom Walker, New York; Mike Comerford, Scranton; Alfred Starr, Nashville.

Also, M. A. Lightman, Jr., Memphis; Jay Solomon, Chattanooga; Earl Hudson, Detroit; Ed Fay, Providence; Sam Kirby, Little Rock; Guthrie Crowe, LaGrange, Ky.; Charles P. Skouras, Los Angeles; John Balaban, Chicago; Gaston J. Dureau, Jr., New Orleans; S. H. Fabian, New York; Robert M. Weitman, New York; Walter Reade, Jr., New York; Myron Blank, Des Moines; Ted R. Gamble, Portland, Ore., and Harold Fitzgerald, Milwaukee.

Nine TOA unit presidents at the mid-winter meeting of the TOA board demanded prompt action by the organization to secure Federal tax relief. When the COMPO board, at its recent meeting in New York, produced a committee of the all-industry agency to study the advisability of conducting a campaign to reduce the Federal admission tax, Gael Sullivan, TOA executive director, indicated a TOA committee on taxation would not be named until after the COMPO committee reported. Evidently it was decided meanwhile not to wait.

New Film Process

A process is said to have been developed by which motion picture negatives stored for use in vaults and considered unusable because of excess shrinkage, may be reconditioned to permit making commercially acceptable prints on continuous contact-printing equipment. The treatment is called "Peer-Renu" and a patent is pending, Peerless Film Processing Corp. announces.

Jessel, 'Man of the Year'

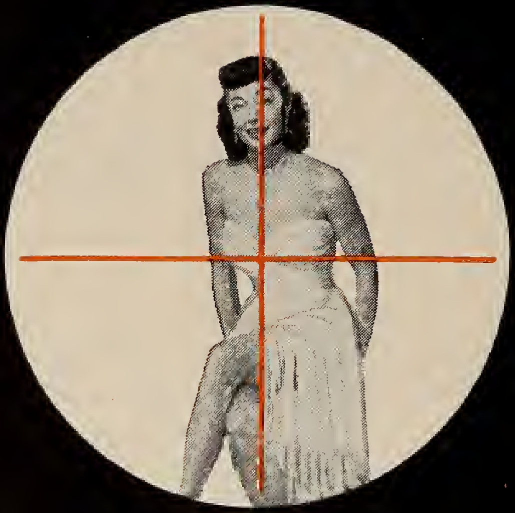
HOLLYWOOD, March 10.—The Beverly Hills Lodge of B'Nai B'rith last night presented George Jessel with a plaque as "The Man of the Year."

WOMEN NEED...
THE TWONKY
MEN NEED...
THE TWONKY
LOVE NEEDS...
THE TWONKY

With extraordinary interest, our industry is watching the special pre-release engagements of THE SNIPER next month in San Francisco and Washington and a few selected cities. So unusual is the subject matter — and so exciting is the handling — that THE SNIPER more than justifies this interest — and advertising — thus far in advance of general release.

...They were all brunettes

... all under 30 and they all



crossed the path of "THE SNIPER"

The Sniper

COLUMBIA PICTURES present A STANLEY KRAMER Company Production
THE SNIPER with Adolphe MENJOU • Arthur FRANZ • Gerald Mohr • Marie Windsor
Frank Faylen • Screen Play by Harry Brown • Associate Producers—Edna and Edward
Anhalt • Directed by Edward Dmytryk

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 49 NEW YORK, U. S. A., WEDNESDAY, MARCH 12, 1952 TEN CENTS

Reissues Held Off Market, Says Snaper

Allied President Cites 'Decline' of Availability

NEWARK, March 11.—Wilbur Snaper, president of national Allied, today attacked what he described as deliberate "narrowing" of the reissue market by distributors "in general." The occasion of his remarks was a meeting of the New Jersey Allied membership at the Hotel Douglas here.

Snaper said the availability of reissues is being reduced "every day" to the point that "exhibitors no longer can book good reissues." The meeting put itself on record as protesting the dearth experienced in the New Jersey territory.

According to Snaper, who is president of the New Jersey organization as well as national Allied, reissues more than two years old cannot be booked no matter how earnestly the small, independent theatre owner tries

(*Continued on page* 6)

Industry Exports Rose 14% in 1951

WASHINGTON, March 11.—Exports of practically all types of motion picture film and equipment—except raw stock—sent abroad in 1951 were about 14 per cent higher in terms of dollar value than 1950 exports, according to Commerce Department film chief Nathan D. Golden.

Golden put the value of 1951 ship-

(*Continued on page* 6)

Skouras Reluctant To Take Compo Post

Spyros Skouras, president of 20th Century-Fox, still has not committed himself to accepting the presidency of the Council of Motion Picture Organizations, to which he was elected *in absentia* on Feb. 21.

While intimates of Skouras say he is reluctant to accept the post because

(*Continued on page* 7)

U.K. Theatre Tax in Jan. Near a Record

London, March 11.—Amplifying its report of last week on British film and theatre grosses, the Treasury today announced that film theatre entertainment tax collections for January amounted to £3,502,000 ($9,805,600), compared with £2,743,000 ($7,680,400) for December, 1951.

The January tax total was the highest since last August's record £3,670,000 ($10,276,000).

Warners to Tender 200,000 Shares

The Brothers Warner yesterday disclosed their intention to tender an aggregate of approximately 200,000 shares of Warner Brothers stock in answer to the company's bid to retire and cancel an estimated 750,000 shares of outstanding common.

This is revealed in president Harry M. Warner's invitation to tender

(*Continued on page* 6)

Downing, Evans, Markert, Hacker Promoted at Hall

Russell V. Downing, executive vice-president of Radio City Music Hall Corp., yesterday was elected president and managing director, it was announced by G. S. Eyssell, president of Rockefeller Center, Inc. In his new post, Downing succeeds Eyssell, who will continue as Music Hall board chairman.

Russell Downing

Organizational promotions effected at a board meeting of the Music Hall Corp. also advanced three other executives: Irving Evans, stage manager, was promoted to vice-president and assistant managing director; Russell Markert, director of the Rockettes and stage producer, was appointed vice-president, and Charles Hacker, administrative assistant, was

(*Continued on page* 7)

UPT Four-year Theatre TV Loss $125,000

Total Covers 105 Events, O'Brien Tells FCC

WASHINGTON, March 11.—United Paramount Theatres has lost considerably more than $125,000 on its theatre television experiments in the past four years, UPT secretary-treasurer Robert H. O'Brien said today.

The total covers 105 theatre telecasts in 10 UPT theatres in Chicago, Minneapolis, St. Paul, Detroit, New York City and Hammond, Ind. It includes a loss of almost $45,000 for 49 telecasts in Balaban and Katz theatres, the figures for which were previously published. On the other hand, it includes only a small portion of the New York City Paramount theatre's expenses on theatre telecasts.

O'Brien told the Federal Communications Commission catch-all Paramount hearing, moreover, that the

(*Continued on page* 10)

Religious-Theme Product Is Profitable: Skouras

Films with a religious theme not only fulfill the spiritual yearning of motion picture audiences throughout the world, but are profitable at the box-office, Spyros P. Skouras, 20th Century-Fox president, disclosed here yesterday.

The disclosure came in an address by Skouras before the annual luncheon-meeting of the Protestant Motion Picture Council at the Metropolitan Club, where the 20th-Fox president received the Council's 1951 award for "David and Bathsheba," selected as the organization's "Picture of the Year."

Accepting the honoring plaque, Skouras told the assembled guests that many more pictures with religious themes are either now in production or are being planned in Hollywood.

The significance of the religious content of motion pictures and their recognition by a religious group, Skouras declared, is that a partnership exists between the church and

(*Continued on page* 6)

Use 400 Prints for 'Streetcar' Release

A total of 400 prints will be utilized by Warner Brothers for the national release of "A Streetcar Named Desire," Ben Kalmenson, distribution vice-president, has announced.

The picture's national release date of March 22 will see bookings for all 400 prints, with 375 dates already set, it was said. These engagements, which are timed with the national release date will be kicked-off March 16 at the Warner Theatre, New York, with an additional 374 following on successive days.

See 500 Applications For Video Stations

WASHINGTON, March 11.—The Federal Communications Commission said it expects more than 500 applications for new television stations to be filed within 17 months of the time the TV "freeze" is lifted.

The prediction was given to a House Appropriations sub-committee some weeks ago by Wayne Coy, who at the time was still chairman of the Commission. His testimony was only made public today.

Bill to Revise N. Y. Blue Laws Advances

ALBANY, N. Y., March 11.—The Rules Committee Bill, rewriting archaic Sunday blue Laws on entertainment and sports had easy sailing today in the Assembly, which adopted it 142 to 0.

HUMPHREY KATHARINE
BOGART · HEPBURN
Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR

UA's "THE AFRICAN QUEEN" IS WORTH A KING'S RANSOM!

Ask 'em in L.A.'s Wilshire Theatre

Personal Mention

HERBERT J. YATES, Republic Pictures president, and William Saal, his executive assistant, have left here for Hollywood.

•

Belle Meyer has resigned from the United Artists foreign department to rejoin Sam L. Seidelman as his executive secretary at Eternal Film Corp., which he established here recently.

•

Louise Weyrach, secretary to Max E. Youngstein, United Artists vice-president, has returned to her desk following a nine-week leave-of-absence.

•

D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association, will return to New York from Albany tomorrow.

•

William B. Zoellner, head of M-G-M's short subject and newsreel sales, will arrive in Los Angeles today from New York.

•

Sam Eckman, managing director for Loew's International in Great Britain, has postponed his planned departure from here today for England.

•

Dr. Herbert T. Kalmus, president of Technicolor, Inc., postponed his leaving from Hollywood for New York from yesterday until Tuesday.

•

Roy Disney, president of Walt Disney Productions, returned here from the Coast yesterday.

•

Rube Jackter, assistant general sales manager of Columbia Pictures, is vacationing in Miami.

•

Philip Gerard, Universal Pictures Eastern publicity manager, left here yesterday for Detroit.

•

Sam Zimbalist, M-G-M producer, will leave here for the Coast tomorrow.

•

Vittorio Mattea, general manager of RKO Pictures' office in Italy, is in New York.

•

Charles P. Skouras, president of National Theatres, has arrived in New York from the Coast.

Cowan on 'U' Assignment

Phil Cowan, formerly with Eagle-Lion Pictures, United Artists and Robert Taplinger, has been engaged by Universal Pictures for a special publicity assignment in connection with the New York premiere of "Bend of the River" at the Paramount Theatre on April 9.

Set 2 SMPTE Meetings

The Atlantic Coast section of the Society of Motion Picture and Television Engineers will hold a meeting at the Brooklyn Navy Yard on March 19. The 71st semi-annual convention will be held at the Hotel Drake in Chicago on April 21-25.

Review

"Singin' in the Rain"

(Metro-Goldwyn-Mayer)

JAM-PACKED with grand entertainment is this new M-G-M musical starring Gene Kelly, Donald O'Connor, Debbie Reynolds and Jean Hagen. Tuneful, mirthful, fresh as a spring breeze and in color by Technicolor, "Singin' in the Rain" has all the eye and ear-pleasing quality one expects to find in an Arthur Freed production.

-Its high level of entertainment derives not only from a zestful cast, rollicking tunes and solid platinum production investments, but also from its hilarious story of what happened inside Monumental Studios when talking pictures arrived and caught it with its subtitles down. The spoofing reenactment of the producers' dilemma, the emergency solutions resorted to, the erratic, early sound-film synchronizations, the dress and music of the mid-1920s, are marvelously amusing to behold.

They produce some interesting technical results, too. For instance, you have silent black-and-white films projected on screens within the framework of an up-to-the-minute, color production. You have the vagaries of the early recordings reproduced in a technically perfect production of the moment, and the heightened effects occasionally approach the hilarious.

Kelly and Miss Hagen are the romantic team of the silent screen era, at their peak as the great lovers and in the midst of a costume epic, when sound comes to Hollywood. What to do to save the production? Why, convert it into a talkie, of course.

So the stars take diction lessons and go back on the stages with microphones. The picture is previewed and appears to be the unchallenged claimant to the title of the first and biggest stinker in sound. Chief difficulty seems to be Miss Hagen's voice, which sounds like a near duplicate of the one with which Judy Holliday won an Academy Award last year. Now what to do? Why, turn it into a musical and have an honest-to-goodness voice dubbed in for Miss Hagen's.

Kelly comes up with Miss Reynolds, for whom he has formed a romantic attachment, and the picture is completed and acclaimed at its preview. Miss Hagen balks at the build-up planned for Miss Reynolds by the studio and demands that her "voice" continue anonymous. With a little help from Kelly, however, Miss Hagen discredits herself publicly and Miss Reynolds gains her deserved recognition—and Kelly wins her.

Kelly is in top form and, in addition, shared the direction with Stanley Donen. Those two also staged and directed the musical numbers. O'Connor's engaging and vigorous contributions are well-placed in this setting, and exhibitors who fear their patrons are surfeited with familiar faces and personalities, should get a load of the enchanting Debbie Reynolds, the beautiful-but-dumb blonde portrayal of Jean Hagen, and the exotic dancing of Cyd Charisse. Millard Mitchell is fine in the role of the harried producer, too.

The story and screenplay are by Adolph Green and Betty Comden, suggested by the song, "Singin' in the Rain," by Nacio Herb Brown and Freed, who also wrote the music and lyrics for the other featured songs. They include "All I Do Is Dream of You," "Broadway Ballet," "Make 'Em Laugh," "You Were Meant for Me," "Fit as a Fiddle," "You Are My Lucky Star" and "Would You." Musical direction is by Lennie Layton.

A top-notch musical, scoring heavily in all departments, "Singin in the Rain" is one that will send you home whistling its tunes and smiling after counting the receipts. Running time, 103 minutes. General audience classification. Release date, April 11.

Sherwin Kane

Loventhal on Leave As Nat Levy Aide

Daniel J. Loventhal, assistant to Nat Levy, RKO Pictures' Eastern division sales manager, has been granted a leave of absence, effective March 22, in order to devote his time to personal real estate interests. In addition, Loventhal will resume the private practice of law, specializing in film distribution problems.

Loventhal has been with RKO for six years. Prior to his present post he was in the legal department and was head of the competitive bidding department.

DeMille Due Here Today

Cecil B. DeMille's color in Technicolor "The Greatest Show On Earth," will begin its pre-release engagement in Washington, on Friday at two theatres. the Warner and Ambassador. DeMille is due here today by plane from the Coast and will attend one of the Washington openings.

Ernest Meyers with Record Industry Unit

Ernest S. Meyers has been named counsel to the Record Industry Association of America, Inc. Meyers was formerly special assistant to the Attorney General and special counsel to the Federal Communications Commission. While at the Department of Justice he headed up the consent decree section of the anti-trust division and tried several key cases. He is a member of the firm of Isseks, Laporte and Meyers.

Ellis Gets Three Films

Jack Ellis of Ellis Pictures has acquired for U. S. distribution "Cage of Gold," co-starring Jean Simmons and David Farrar and produced by Michael Balcon in London; "Magic Sword," made in Yugoslavia, and "Marry Me." J. Arthur Rank film produced by Betty Box. The latter has been booked at the Art Theatre, New York.

Newsreel Parade

EARTHQUAKE in Japan, and the revolt in Cuba are currently highlighted. Other items include Gen. Eisenhower in Greece and the Schuster murder. Complete contents follow:

MOVIETONE NEWS, No. 22—The Schuster murder. Japanese earthquake. Truman confers with air chief. Eisenhower in Greece. "Voice" ship ready. Jet ace Major James Jabara tells what it takes. Korea POW's pageant. Clyde Beatty.

NEWS OF THE DAY, No. 256—Revolt in Cuba. Japanese earthquake. New York honors Jerusalem mayor. "Human seal." Germans jest at world problems. Scourge hits Canadian cattle. Sports. Baseball. Scooter-race.

PARAMOUNT NEWS, No. 59—Earthquake in Japan. Gen. Eisenhower in Greece. Workmen in disguise. Paris fashions. Arnold Schuster killing. Heligoland begins era of peace.

TELENEWS DIGEST, No. 11-A—Arnold Schuster slain. Railroad strike. Japanese earthquake. Stratojets in production in Kansas. New power for Chilean industry. Spanish bunt.

UNIVERSAL NEWS, No. 542—Jap earthquake. Cattle destroyed in Canada because of disease. Eisenhower in Greece. Seeds of democracy in California. Parisian styles. Lion tamers in Holland. Pie tossing. Dodgers in training.

WARNER PATHE NEWS, No. 61—Japanese earthquake. Middies honor West Point Cadets. Water power harnessed in Chile. President Truman vacations. Pinay heads French government. Ski fashions. Baseball.

Film Executives at Roxy Birthday Fete

The executive offices at the Roxy Theatre here were the scene yesterday of a 25th birthday celebration for the house.

Officials of the theatre and of 20th Century-Fox were joined by trade press reporters and New York critics at a buffet luncheon in commemoration of the opening on March 11, 1927, by Samuel L. (Roxy) Rothafel.

The ceremonies included the unveiling of a four-tier birthday cake and the singing of "Happy Birthday, Dear Roxy," by the men's chorus from the house's stage show. David T. Katz, Roxy executive director, was host.

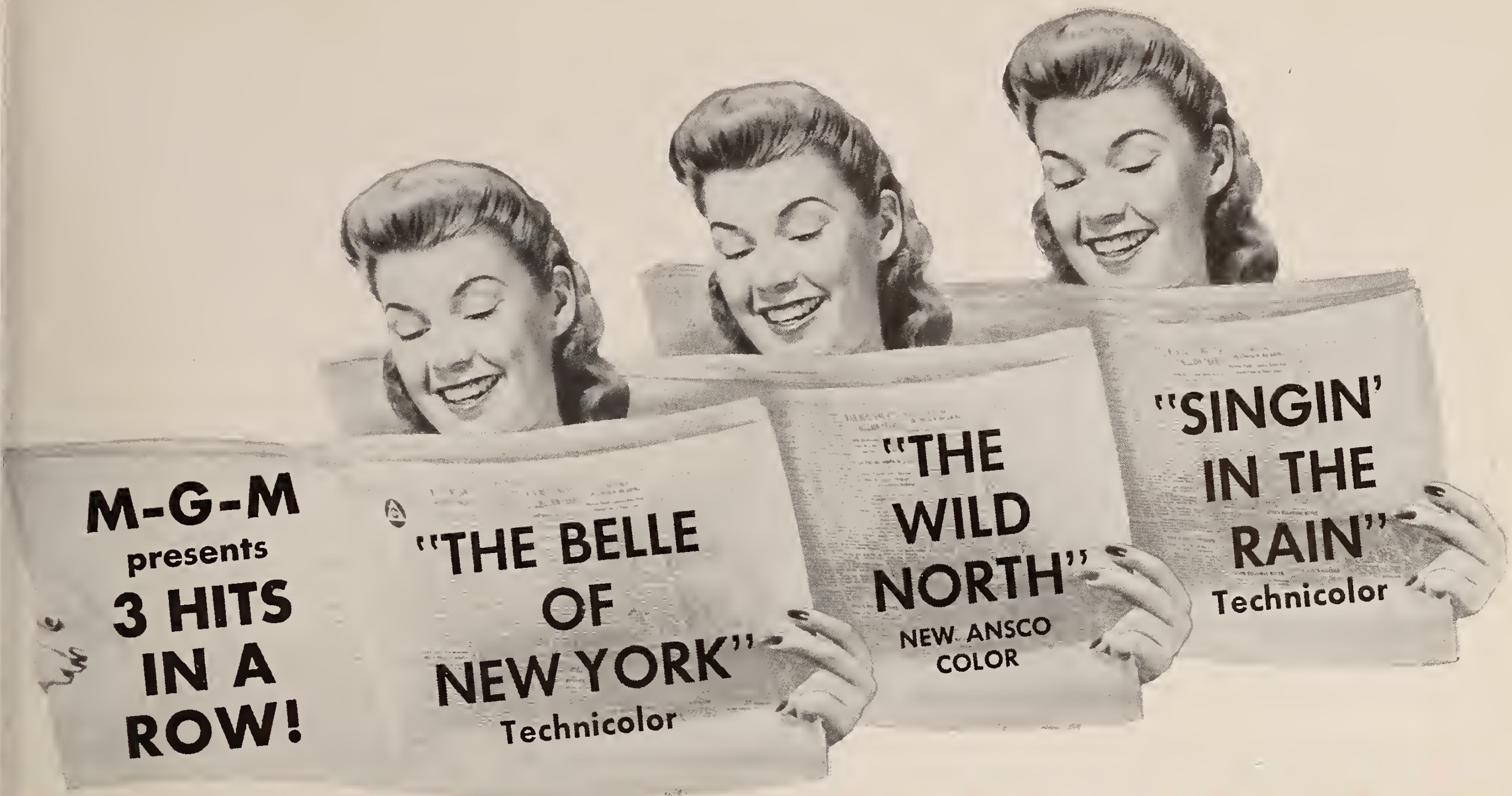
Present were Joseph Schenck, Spyros P. Skouras, Charles Skouras, Otto Koegel, W. C. Michel, Charles Einfield, Norman Steinberg, Paul Terry, W. C. Eadie, William Weiss, Jack Lang, Clarence Hill, Roger Ferri, Isabel Austen. Sam Rausch, Frank Kelly, Ann Leary, Gae Foster, Alvin Shirtleff, Murray Silverstone, Donald Henderson, and others.

Weisfeldt Named to UA Foreign Staff

Jerry Weisfeldt, who recently completed a second tour of duty in the Army, has been appointed to the United Artists home office foreign staff, it was announced here yesterday by foreign distribution vice-president Arnold Picker.

Between his two Army stints Weisfeldt was with 20th Century-Fox, first as assistant manager in Panama, later as office manager in the Minneapolis exchange.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President: Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FT 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, 'Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


M-G-M
presents
3 HITS
IN A
ROW!
"THE BELLE
OF
NEW YORK"
Technicolor
"THE
WILD
NORTH"
NEW ANSCO
COLOR
"SINGIN'
IN THE
RAIN"
Technicolor

ONE! TWO! THREE! WHEE!

Amazing
Novelty!
Fred taps
and teeters
on New York's
skyscrapers!

M-G-M's Dancing-On-Air Musical
Springtime TECHNICOLOR Joy

"THE BELLE OF NEW YORK"

Thrills!
Savage Wolf
Pack Attack!
The Avalanche!
Ordeal of the
Rapids! The
Indian Princess!

M-G-M's "King Solomon's Mines
of 1952." NEW ANSCO COLOR

"THE WILD NORTH"

What a
Glorious
Feeling
when
those
holiday
crowds
pour in!

WHAT A
GLORIOUS
FEELING

M-G-M's "HAPPY EASTER" GOLDMINE
TECHNICOLOR Holiday Treasure

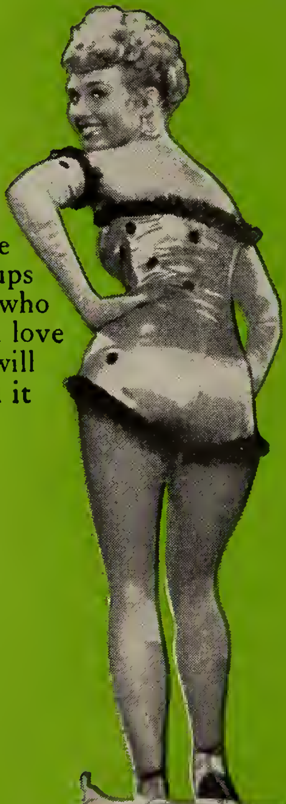
"SINGIN' IN THE RAIN"

Paramount's "Aaron Slick" Is Solid Click!!

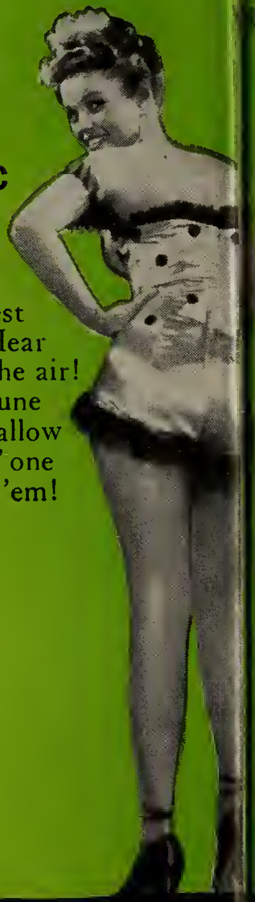
Here Are The Angles That Give It Highest

FULL-COLOR NATIONAL ADS in Saturday Evening Post, Look and Collier's—plus farm papers to total of 45 million readers . . .

50,000 STAGE PERFORMANCES made the play a bigger hit than "Oklahoma!" or "Life With Father"!



65,000 BROCHURES now in the mail to the amateur groups everywhere who played it, love it and will help sell it



13 TERRIFIC SONGS make it the year's singing-est picture. Hear 'em on the air! Top tune 'Marshmallow Moon" one of 'em!

SONG HITS

Marshmallow Moon • Saturday Night In Punkin Crick • The General Store • Chores • I'd Like To Baby You • Will You Be At Home In Heaven? • Purt' Nigh, But Not Plumb • My Beloved • Still Water • Why Should I Believe In Love? • Life Is A Beautiful Thing • Step Right Up • Soda Shop

Rating For Easter Dating:

"STRONG BOXOFFICE"
RIZE PACKAGE"
says M. P. Daily and Showmen's T. R. leading off rave reactions of reviewers

DINAH SHORE
sings great score and "is provided with nifty costumes that look good in Technicolor" (Variety)

ALAN YOUNG AND ROBERT MERRILL
big names—fresh personalities! "Young perfect!" (Herald) "Merrill clicks strongly" (Daily Variety)

PERLBERG-SEATON
"will be the best friends of every happy exhibitor who plays it!" says Showmen's T.R.

ALAN YOUNG ★ DINAH SHORE
and ROBERT MERRILL
Metropolitan Opera Star in

A Perlberg-Seaton
PRODUCTION

AARON SLICK FROM PUNKIN CRICK

with ADELE JERGENS · MINERVA URECAL · MARTHA STEWART
Produced by WILLIAM PERLBERG and GEORGE SEATON · Direction and Screenplay by CLAUDE BINYON · Based on the play by Walter Benjamin Hare

COLOR BY Technicolor

Reissues Held

(*Continued from page* 1)

to secure aged product that has a reputation for achieving good returns at the box-office.

In the opinion of the national Allied president, Walt Disney features cannot properly be labelled reissues no matter how old they are. Every seven years, he said, "Snow White and the Seven Dwarfs" can be regarded as a new picture, for there is always a new generation of youngsters emerging. On the other hand, he said, there is no apparent explanation for the non-availability of old Judy Garland pictures, which, in Snaper's view, can accurately be identified as first-rate reissue product.

The New Jersey membership meeting, which was preceded by a board meeting presided over by Irving Dollinger, was the scene of bitter expressions of resentment against distributors who sell their theatrical pictures to television, Snaper reported.

Sid Stern of the Aldon Circuit was named chairman of a committee which will line up "kiddie talent" for stage shows in the New Jersey theatres as a means of off-setting, if possible, the box-office decline. William Basle was named to handle promotion work in this connection.

Snaper announced that he sent in behalf of Allied a letter of congratulations to Roy O. Disney, president of Walt Disney Productions, on the latter's recent published announcement that Disney films would not be sold to TV.

Warners Tender Stock

(*Continued from page* 1)

stock sent to stockholders of the corporation. For the second redemption of stock since last fall, the board of directors has appropriated $10,000,000 and fixed a maximum price of $15 per share for purchasing the stock.

The purchase of 200,000 shares of stock owned by the Brothers Warner and their families would reduce their holdings from 1,124,298 shares to 924,298 shares, still approximately 25 per cent of the WB shares to be outstanding. Using the $15 per share maximum as the base for figuring, the Brothers Warner would be paid $3,000,000 for the cancellation of their stock, providing all of it was accepted. the offering price, too, could be less than $15 per share.

Tenders Irrevocable

The letter to stockholders stated that tenders must be received by the Guaranty Trust Co. of New York Co. of New York, agent for the corporation, on or before 3:00 P.M. April 4, 1952. All tenders at a lower price will be accepted before any tenders are accepted at a higher price, it was said. The tenders are irrevocable.

Last fall, WB appropriated $15,000,000 and bought up slightly over 1,000,000 shares of the maximum price of $15 per share.

In an accompanying financial statement, the net profit for the second quarter ending March 1, 1952 was estimated "substantially less" than the net profit of $2,014,000 earned during the corresponding quarter last year. However, it was pointed out, that the net profit for the six months ending at the same date is estimated not to vary substantially from the net profit for the six months ending Feb. 24, 1951.

Divestiture Progress

Regarding the progress made in the divestiture of theatres, stockholders were informed that since Dec. 31, 1951, contracts have been entered into for the sale of seven theatres owned in fee including two theatres required to be divested pursuant to the consent judgment. The aggregate sale price for the seven theatres, the report stated, was $906,000 which represents a profit of $20,000.

Four leased WB theatres have been sub-let and one theatre owned in fee has been leased, all five of which theatres were subject to the divestiture provisions of the consent decree, the report continued. The corporation said that in addition to those theatres that must be divested, WB is negotiating for the sale of a substantial number of other theatres.

The letter stated that all stockholders of record on March 3, 1952 will receive the dividend payable April 4, 1952 whether they do or not do not tender stock pursuant to the invitation.

Industry Exports

(*Continued from page* 1)

ments at $27,547,416, compared to $24,116,022 for 1950 exports.

Much of the increase was due to greater physical volume of shipments of some items, but some of the increase was undoubtedly due to price increases.

Golden said that higher exports of 35mm. feature films and 16mm. films and equipment were "noteworthy." He added that the continued increase in foreign shipments of 16mm. films, cameras and projectors — which reached record levels last year — "is an indication of the much larger use of 16mm. entertainment films reported throughout the world."

Feature Export Mounted

Exports of exposed or developed features amounted to 323,836,500 feet, nominally valued at $10,051,858, in 1951, Golden said. In 1950, the shipments were 271,523,804 feet, valued at $8,314,044. Shipments of 35mm. negative features jumped from 9,802,241 feet, nominally valued at $621,198 in 1950, to 10,996,716 feet, valued at $647,787 in 1951. Shipments of 35mm. positive features went from 235,875,408 feet, nominally valued at $6,899,053, to 274,779,507 feet, valued at $8,209,444.

Raw stock shipments increased in dollar value but fell in terms of volume. Shipments in 1950 were put at 319,096,985 feet, valued at $6,208,500. The 1951 volume dropped to 298,028,808 feet, but the value increased to $7,095,959. Shipments of 35mm. positive, 16mm. positive and 8mm. positive fell in terms of both value and volume. Shipments of all three sizes of negative raw stock rose in both linear feet and dollar value.

Total exports of equipment, including cameras, projection equipment and sound equipment, were valued at $10,399,599 last year, about 8 per cent higher than the 1950 value of $9,593,478.

Religious

(*Continued from page* 1)

screen to combat the threat of Communism, which Skouras described as "that Godless doctrine which comes from the Kremlin."

"Let me say that no medium of communications, among civilized people, is more sensitive to the spiritual aspirations of humanity than the screen. Indeed, a vast majority of all motion pictures ever produced have, in some degree, reflected Christian morality," Skouras declared.

He called it extraordinary that from an economic point of view the most daring current undertakings of the film industry are "Samson and Delilah," "David and Bathsheba," and "Quo Vadis."

Skouras disclosed that 20th-Fox's "The Guest," originally intended only for religious outlets, is now being distributed theatrically because of exhibitor demands. 20th-Fox, he continued, is now preparing films on the following: The Story of Ruth; The Judgement of Solomon; a theme of the Good Samaritan and The Merciful Needle, dealing with euthanasia.

Turning to 20th-Fox's CBS color theatre Eidophor television system, Skouras saw that medium, too, being utilized for religious themes. "We look to this development to revolutionize present methods of screen entertainment, adding every conceivable kind of artistry to the motion pictures as attractions for the theatre-going public," Skouras said. He added that Eidophor equipment would arrive here from Europe on Sunday and that demonstrations are planned in April.

Commenting on complaints received from Protestant groups that religious films do not sufficiently cover Protestant subjects, Skouras said he acknowledged that the majority of "purely religious pictures. . . . have been Catholic subjects." He pointed out, however, that the situation was not due to Hollywood's partiality for any religion and said he would welcome pictures on Protestant themes. "Our purpose," he continued, "is to fulfill the wishes of our audiences" for spiritual subjects, "regardless of whether they are Protestant or Catholic, whether they are based on the Old or New Testaments."

Tribute to the industry and to Skouras was paid by Mrs. Jessie M. Bader, national president of the Council, who presided at the luncheon, and by Dr. Daniel Poling of the Christian Herald Association, who made the presentation of the plaque.

Ralph D. Hetzel, Jr., head of the New York office of the Motion Picture Association of America, appeared in behalf of Eric Johnston, MPAA president. Others from the industry were Charles Einfeld, 20th-Fox vice-president in charge of advertising-publicity, and Stirling Silliphant, 20th-Fox publicity manager.

Mutual Productions Set New Product

Policy for its first production, "Models, Inc." was set at Mutual Productions Corp.'s first international sales conference held here. Production heads Jack Dietz and Hal E. Chester also made plans for future releases, with immediate production being set for "Virgin Island Mutiny," "Monster from Beneath the Sea" and "High Bridge."

"The Vatican"
a Feature Production by
the MARCH OF TIME
Narrated by
His Excellency the Most Reverend
Fulton J. Sheen
An inspiring story with magnificent scenes of Vatican City
NEWLY EDITED RUNNING TIME 47 MINUTES
Book it Now!
Phil Williams, Theatrical Sales
Manager, March of Time
369 Lexington Avenue
New York 17

Skouras

(Continued from page 1)

of the pressure of other business, they feel that he might be urged to do so, if only for an interim period. It is being suggested that he might be prevailed upon to serve for six months or until the next COMPO board meeting at which a new president could be elected.

Indications are that some such effort will be made in the near future.

Skouras was elected president of COMPO at the board meeting last month. He was in Zurich, Switzerland, on a business trip at the time and, since his return, has endeavored to persuade COMPO officials that his free time is insufficient to do justice to the post. Efforts to convince him otherwise may be initiated on the return to New York of Eric Johnston, Nicholas M. Schenck, Barney Balaban and other of Skouras's friends.

Meanwhile, Arthur L. Mayer, COMPO executive vice-president, who also is anxious to be relieved of his duties, has again had to postpone a planned European trip. Scheduled to leave early this month, he deferred his departure once until the end of the month, and now has set the date back to the end of April. The COMPO board proposed that the new president be given the greatest leeway in the choice of a successor to Mayer. Hence, until the presidency is officially filled, the designation of a new executive vice-president is in abeyance.

Martin & Lewis Hub Draw Disappointing

Boston, March 11.—With the one week, in-person engagement of Dean Martin and Jerry Lewis scheduled to wind up at New England Theatres' Metropolitan here tomorrow night, a top gross of $75,000 for the engagement is being estimated. This is substantially below the over $100,000 hoped for in advance. The 4,100-seat house has been scaled to $1.80 top for the engagement.

Trade observers here feel that the price may have held down attendance, particularly in view of the fact that the Martin and Lewis starrer, "Sailor Beware," had approximately 15 bookings during the week in the Boston metropolitan area, and at an average admission price of 65 cents, evenings. Some of the film bookings were on the New England Theatres circuit.

Speakman Elected C.E.A. President

London, March 11.—W. J. Speakman, Liverpool circuit operator, was elected president of the Cinematograph Exhibitors Association at its annual meeting here today. Speakman also is a director of Monarch Productions and of an accessory supply firm. He was formerly vice-president of C. E. A. and succeeds Harry Mears.

Also elected were J. W. Davies, vice-president, and E. J. Hinge, treasurer. Davies was chairman of C. E. A.'s London and Home Counties branch in 1948. Hinge, a wartime president of C. E. A., operates a circuit in the North of England and has been treasurer for many years. W. R. Fuller, C. E. A. general secretary, recovered from an extended illness, attended the meeting and was given an ovation.

NEWS in Brief . . .

Carroll Puciato, vice-president of Realart Pictures and of JaJck Broder Productions, has returned from England, where he negotiated deals for distribution throughout the Western Hemisphere for both theatres and television on a number of pictures, all recently produced.

•

Hollywood, March 11.—A five-day advance of dates for national "Monogram Drive-in Week" was announced here yesterday.

The new date, May 24-30, will coincide with a planned national saturation booking of the Walter Mirisch Cinecolor production, "Wild Stallion," which stars Ben Johnson.

•

Trenton, N. J., March 11.—A public hearing will be held at the State House here on Thursday on the proposed bill to legalize bingo-playing in churches, clubs, etc., for charitable purposes.

•

John G. McCarthy, Motion Picture Association of America foreign department chief, will meet here today with foreign managers of MPAA member companies to review the French market situation preparatory to the meeting in Washington on Friday of top officials of the MPAA, the Society of Independent Motion Picture Producers and the State Department.

•

A five-man exploitation staff, headed by Blake McVeigh, field project officer for 20th Century-Fox's "The Pride of St. Louis," will leave here this week for designated headquarters.

Leaving today for the St. Petersburg area in Florida will be Stirling Silliphant, 20th-Fox publicity manager, who will stage a series of special previews at the Beach Theatre for major league ball teams. McVeigh is now in St. Louis to set up premiere headquarters. Others in the field include Mark Kelly.

U. K. Budget Silent On Admission Tax

London, March 11.—Chancellor of the Exchequer R. A. Butler's "axe and tax" budget, presented to Commons today made no mention of the theatre admission tax. Observers believe he is prepared to discuss particulars of the entertainment tax incidence during a later stage of the finance bill.

Butler's budget imposes drastically increased prices on essential foods, including meat, bread and milk, and steepens bank credit interest rates, in addition to the imposition of other austerities.

Farnol Will Promote 20th's 'Sun Shines'

Twentieth Century-Fox has engaged the Lynn Farnol organization to work on a long-range publicity and exploitation campaign for its forthcoming color in Technicolor feature, "Wait Till the Sun Shines, Nellie," it was announced here by Charles Einfeld, 20th-Fox vice-president.

The Farnol office will develop plans to make a national event of the world premiere.

Downing

(Continued from page 1)

named manager of operations, replacing J. F. Dailey, resigned.

Downing joined Radio City Music Hall as treasurer in 1933 after serving as an executive with Tidewater Oil Sales Corp., Magazine Repeating Razor Co., Holmes Products, Inc., and The Prudence Co. He was appointed executive vice-president of the Hall in 1948.

Shortly after the opening of Rockefeller Center in 1932, Evans became assistant stage manager of the Center Theatre. In 1933 he was transferred to the Music Hall as stage manager and since then has supervised production.

Served in France

Markert served in France with the U. S. Army during World War I. Upon his return to the United States he joined Earl Carroll's "Vanities" as a dancer and became assistant dance director. He subsequently spent several years as a dance director on Broadway and in Hollywood. He was made a producer at the Hall in 1934.

Hacker worked for various Milwaukee theatres while attending the University of Wisconsin, and at 19 he was appointed manager of the Milwaukee Fox Theatre. He served with the Eighth Air Force during World War II and returned to Milwaukee as district manager of Standard Theatres Management. In 1948, after winning the Motion Picture Herald-Managers' Round Table Quigley Silver Award for showmanship, he came to New York as administrative assistant at the Hall.

Mitchell Reelected N.E. Unit Chairman

Boston, March 11.—Walter Mitchell was reelected chairman of the board of the Independent Exhibitors of New England at a meeting here today. Nathan Yamins was reelected national Allied delegate, and Norman Glassman, who is president of the organization, was appointed Council of Motion Picture Organization delegate.

Glassman reported to the meeting on what transpired at the recent COMPO board meetings in New York. At a press conference following today's meeting, he said many operators of theatres in New England are becoming increasingly resentful toward producers who make films available for TV.

"Old or new films, good or bad, we in New England are definitely opposed to their being made available to television," he said.

Albany TOA Drive-in Meeting Tomorrow

Albany, N. Y., March 11.—Common problems facing drive-ins will be discussed at a special meeting which the Albany Theatre Owners of America has called for Thursday.

Executive director L. A. Sumberg, in a letter inviting owners, operators and employes to attend, said four subjects will be discussed. One is "an all-out cooperative advertising campaign, which will include the use of billboards, the joint purchase, at a saving, of window cards, poster sheets, and such."

WHAT A HOLLIDAY!
Judy (of course)
WHAT A HOLIDAY BOOKING!
Columbia's (of course)
"THE MARRYING KIND"
FOR EASTER
(of course!)

MONTHLY MAGAZINES PRE-SELL ALL AMERICA

Fact No. 1

. . . about magazines and

motion pictures!

Monthly Magazines are continually pre-selling their multi-million audiences with reviews, articles and stories about Hollywood personalities. That is why Motion Picture advertising in Monthly Magazines enjoys the highest readership of all advertising classifications.

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begins her finest novel
THE HIDDEN FLOWER
BUT SUPPOSE SHE FALLS!
a simple program to make
America's playgrounds safe
FIFTEEN PAGES—
SPRING FASHIONS
and HAIRDOS

Woman's Home COMPANION

CURRENT CIRCULATION: MORE THAN 4,300,000

The Crowell-Collier Publishing Company—Publishers of
Collier's, The American Magazine, Woman's Home Companion

Program for Variety Convention in Las Vegas Finalized

LAS VEGAS, March 11.—The program and schedule for the 16th annual convention of Variety Clubs International in Las Vegas, April 28 to May 1, is about ready, the work of Jacob Kozloff, convention chairman and Ben Goffstein, chief barker of Tent 39, Las Vegas.

Registration for barkers will start Sunday, April 27, in the Silver Slipper ballroom, and will continue all day Monday On Monday, April 28 at 1:00 P.M. the entire group will participate in the dedication of the Variety Club School for Special Education. Immediately afterwards the barkers will be taken to the Silver Slipper for the opening business session while the ladies will be taken sight-seeing.

An elaborate program of entertainment with many visiting stars from Hollywood, will start off that phase of the convention. At 8:00 P.M. Monday the traditional Canvasmen's Dinner will be held.

On Tuesday, April 29 registration will continue and at 10:00 A.M. the second business session will get underway. In the afternoon a fashion show is planned for the ladies. At 5:00 P.M. a barbeque will be held in the local Frontier Village, following which parties will be held in Las Vegas.

Business sessions will resume on Wednesday morning and the Hearts Reports will be read and judged for the annual Charity Citation Award to the tent which has done the top charity job during the year.

Special activities have been planned for Wednesday afternoon and evening.

On Thursday, May 1, the final day of the convention, there will be a vote to select the next convention city and elect officers. The Humanitarian Award Banquet will be held in the evening.

Victor Meyer, 62, Dies

NEW ORLEANS, March 11.—Victor Meyer, 62, manager of the local Orpheum for 27 years prior to his retirement in 1948, died here on March 7. He is survived by the widow, Hetty, a son, Dennis Camp Meyer of Caracas, Venezuela, and a sister, Mrs. John Reuther.

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UNITED AIR LINES

Television--Radio

Comment and Opinion

ONLY 13 of the nation's 108 television stations reported losses in 1951, the FCC says. Eight of the 13 were located either in New York or Los Angeles where there are seven TV stations in each city. Total TV broadcast revenues for the year came to $239,500,000 before taxes, more than double the $105,900,000 taken in in 1950. Radio income dropped to $10,400,000 from $18,700,000 in 1950.

☆ ☆ ☆

It might be assumed that a half-hour religious program, scheduled at a time when Milton Berle holds forth on NBC and Frank Sinatra croons on CBS, doesn't stand much of a chance of attracting an audience. "Life is Worth Living" over the DuMont television network, starring The Rev. Fulton J. Sheen, Auxiliary Bishop of New York, proves how wrong such a guess can be.

Bishop Sheen's only prop is a black-board, but he has decidedly no drawing talent. The setting of his program is a dignified office-living room. For one half hour he is out there alone facing the cameras, with no supporting cast to lighten the burden. Yet, the show is alternately fascinating and humorous as Bishop Sheen delivers an informal, philosophical discourse on life and living.

He has uncanny stage presence and a truly delightful and spontaneous sense of humor. His timing and delivery are ready-made for television and his personal dignity, accentuated by his vestments, gives added weight to his sermon. His talk favors the Catholic point of view, but is completely acceptable to all faiths. The DuMont network has all reason to be proud of this program.

☆ ☆ ☆

Among the many panel and interview programs currently on television, "United—Or Not" over ABC-TV stands out as one of the most instructive and best co-ordinated. The guest on last week's show, Carroll Binder, editor of the Minneapolis *Tribune* and U. S. delegate to the U.N. Subcommission on Freedom of Information, was questioned by UN correspondents about the proposed code of ethics for journalists. "United—Or Not" takes an international point of view and never lets the audience down.

☆ ☆ ☆

People: Walter Winchell returning to his commentating chores over ABC Radio. . . . Drew Pearson coming to television over ABC-TV starting May 4. . . . Ted Cott, hard-driving general manager of WNBC and WNBT, named a vice-president of NBC. . . . Charles A. Comiskey II joins the Liberty Broadcasting System. . . . Thomas Mitchell signed to an exclusive contract with ABC as player, consultant, producer and director. . . . Dagmar returning to TV over NBC.

☆ ☆ ☆

NBC-TV put on another one of its television operas, "The Barber of Seville" last week and proved convincingly that opera on TV can be both a treat to the eye and the ear. Peter Hermann Adler, the producer in charge of these opera presentations, this time succeeded in fusing the various elements into a highly enjoyable whole. It's too bad that the network can not find a better time than 11:00 at night for these shows. If carefully selected, they should appeal to a wide audience.

☆ ☆ ☆

Albany was informed this week that the FCC is allocating three channels in New York exclusively for non-commercial, educational and cultural purposes. As if to prove that commercial television can do the job just as well, WNBC and WNBT, NBC radio and TV outlets in New York, are launching an impressive schedule of educational broadcasts Sunday. The subject of their study is New York's school system. There has been an impressive rise in educational shows on the air lately.

☆ ☆ ☆

DuMont and RCA offering UHF transmitter equipment. . . . Too bad about DuMont's "Famous Jury Trials" going off the air. . . . Jack Benny was a very unfunny man on CBS-TV Sunday. Dressing up like Gracie Allen is hardly enough to fill a whole show. And it may strike some as quite tasteless too. . . . Robert Montgomery's "Guardian of the Clock," a great show over NBC-TV Monday. . . . The radio-TV code for the political conventions is a good thing. . . . Brian Donlevy off to a promising start in his new TV series, "Dangerous Assignment." . . . "Big Town" on CBS-TV to be filmed. . . . Josephine Hull and John Forsythe quite a team on "Lights Out," rapidly turning into a first-rate thriller show. . . . All the networks giving intensive coverage to the New Hampshire primaries.

FRED HIFT

UPT Video

(*Continued from page 1*)

figures cover only "direct expenses" in obtaining and promoting the events, and do not cover such "indirect expenses" as theatre operation, salaries, etc.

In addition, O'Brien told FCC hearing examiner Leo Resnick that UPT had spent more than $238,217 in buying and installing theatre TV equipment in its nine midwest TV-equipped theatres. He pointed out that the figure included no equipment cost for the New York City Paramount theatre, which does not own any TV equipment. The theatre obtains its television service from Paramount Pictures Corp., on the same rate card basis that television networks, local television stations and advertising agencies are charged for a kinescope recording.

Finished with Gross

Earlier in the day Commission counsel Frederick Ford finished cross-examination of Walter Gross, UPT general counsel. Ford questioned Gross closely about the circumstances of Paramount's theatre divestiture following the 1949 consent decree, wanting to know whether UPT had canceled leases for theatres instead of selling theatres to possible competitors. Gross declared that in the great majority of instances divestiture had been accomplished by sale of the theatre.

Ford insisted that he wanted to know "The spirit" in which divestiture was carried out and whether the theatres were disposed of in a manner that would increase competition. The FCC was concerned with "intent," he said, and UPT "spirit" in disposing of its theatres could reflect "good or bad" so far as the current proceeding is concerned.

UPT counsel Duke Patrick pointed out that divestiture had been carried on under "the watchful eye" of the Department of Justice.

Still 448,492 UPT Shares in Voting Trust as of Feb. 15, FCC Hears

WASHINGTON, March 11. — There were 448,492 shares of United Paramount Theatres stock still in the voting trust at the close of business on Feb. 15, 1952, the Federal Communications Commission heard today.

Charity Group to Enlist TV Members

HOLLYWOOD, March 11.—The Permanent Charities Committee, heretofore limited to motion picture and allied industries, at the annual meeting held here announced an expansion program to include television film producers, with five of the latter joining immediately. One was Maurice Ungar, who was added to the PCC directorate.

Steve Broidy was elected president, replacing Lew C. Helm. Sam Jaffee, was named vice-president, replacing, Broidy, with Marvin A. Ezzell and Regis Toomey reelected treasurer and secretary respectively.

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Reviews

"The Marrying Kind"

(Columbia)

FRESH from her laurel-winning appearance in "Born Yesterday," Judy Holliday is back again in another picture of novel appeal. "The Marrying Kind" is a sort of cavalcade of years of a young married couple. There is humor and pathos, sorrow and hope in the story which endeavors to present a portrait of married life without incense. Wisely, script-writers Ruth Gordon and Garson Kanin have written a story with a fine comic edge and an occasional touch of whimsy. It adds up to entertainment that is substantial enough to lure the average patron out of his way to see it.

There is always something delightful about a characterization by Miss Holliday and here she runs a full gamut of emotion. Aldo Ray, who plays his first important role in this film as her husband, gives a sincere and credible portrayal that leaves an impression.

The story opens in the chambers of a domestic relations court judge where Miss Holliday and Ray are seeking a divorce after years of marriage. Each digs into memory and trots out amusingly conflicting versions of the courtship and marriage.

The story is put into focus through a series of flashbacks and George Cukor's capable direction handles them unobtrusively. After marriage there come children—two of them—hopes, frustrations, routine, fun, friction, and a touch of tragedy. It all unfolds in patterns that are emotionally moving, although occasionally reiterative. The story ends touchingly, as it should. Miss Holliday and Ray, in reliving their problems, realize the bonds between them and see the stupidity of allowing the marriage to expire in divorce.

Many scenes in Bert Granet's production were shot on location in New York City thus adding a note of visual authenticity to the picture. Others lending acting support are Madge Kennedy, the judge; Sheila Bond, Miss Holliday's sister, and John Alexander, as the former's husband.

Running time, 93 minutes. General audience classification. For April release.

MANDEL HERBSTMAN

"Deadline—U.S.A."

(20th Century-Fox)

HUMPHREY BOGART is here presented in a role custom-built for his talents. He plays a two-fisted managing editor who lives the fearless creed of all great newspapermen. Richard Brooks has concocted a screenplay that is briskly paced and packed with solid entertainment values. It should register well at the box-office.

Notable support is given Bogart in roles played by Ethel Barrymore, Kim Hunter and Paul Stewart. The plot is developed on three main levels of conflict. First there is the struggle of Bogart against an underworld czar, Martin Gabel, who has contempt for law and order. Then there are Bogart's difficulties with his divorced wife, Miss Hunter, whom he would like to remarry but who is being courted by an advertising man. And, finally, there is the little drama about the tradition-steeped newspaper on the verge of sale to a publisher who is scarcely interested in the principles of fighting journalism.

Brooks, who also directed, strings out these major threads with a maximum of suspense and growing interest. Considerable melodramatic force is derived from Bogart's battle with the underworld. The mystery of a dead blonde found floating in a river has the mark of Gabel's work and Bogart throws his entire staff into proving it successfully. Involved are some highly tense and exciting sequences.

Miss Barrymore, as one of three owners who inherited the paper, plays a grand old lady who makes a gallant attempt to save it from passing into lesser hands. Although the final sale of the paper leaves Bogart without a job, he thunders out his answer to underworld threats with the roll of a free and fearless press. Bogart's marital problem ends happily with Miss Hunter returning to his side. Sol C. Siegel produced.

Running time, 87 minutes. General audience classification. For May release.

M. HERBSTMAN

"Kisenga, Man of Africa"

(Two Cities—International Releasing Organization)

THE EFFORTS of medical science to make inroads in the prejudice-ridden Tanganyika Territory of British East Africa are documented vividly in "Kisenga, Man of Africa." Under the supervision of Filippo Del Giudice the film has been given lavish production treatment, including color by Technicolor.

Robert Adams plays the title role as the native who leaves Africa for England where he becomes a success as a concert pianist and composer. Upon returning to Africa he finds prejudice and ignorance allied against him. When he tries to persuade the natives to leave the district because of a spreading disease they mock and laugh at him. The natives put their faith in the witch doctor while Adams places his faith in modern medicine. Finally, in a showdown struggle he challenges the witch doctor to put his curse on him. Burdened with worry and depression, Adams comes close to death, but finally through the enlightened ministrations of Eric Portman, a district commissioner, and Phyllis Calvert, a medical doctor, he rallies, gets better, and puts the forces of superstition to rout.

There are exotic glimpses of native customs and dances in the picture. Occasionally the pace grows sluggish.

John Sutro produced and Thorold Dickinson directed, from the screenplay by himself and Herbert W. Victor.

Running time, 90 minutes. General audience classification. March release.

M. HERBSTMAN

Sold Out!

Despite the enlarged print order for the 1951-52 edition of

Motion Picture ALMANAC

the demand has exceeded the supply. Sales have substantially topped the previous record set by last year's edition. It is clear that the demand for "the industry's most-wanted, most-often-used reference book" continues to grow greater each year.

The 1952-1953 edition of the ALMANAC will be the largest and most comprehensive in its 25-year history. We now invite advance reservations at the still unchanged price of $5 per copy postpaid.

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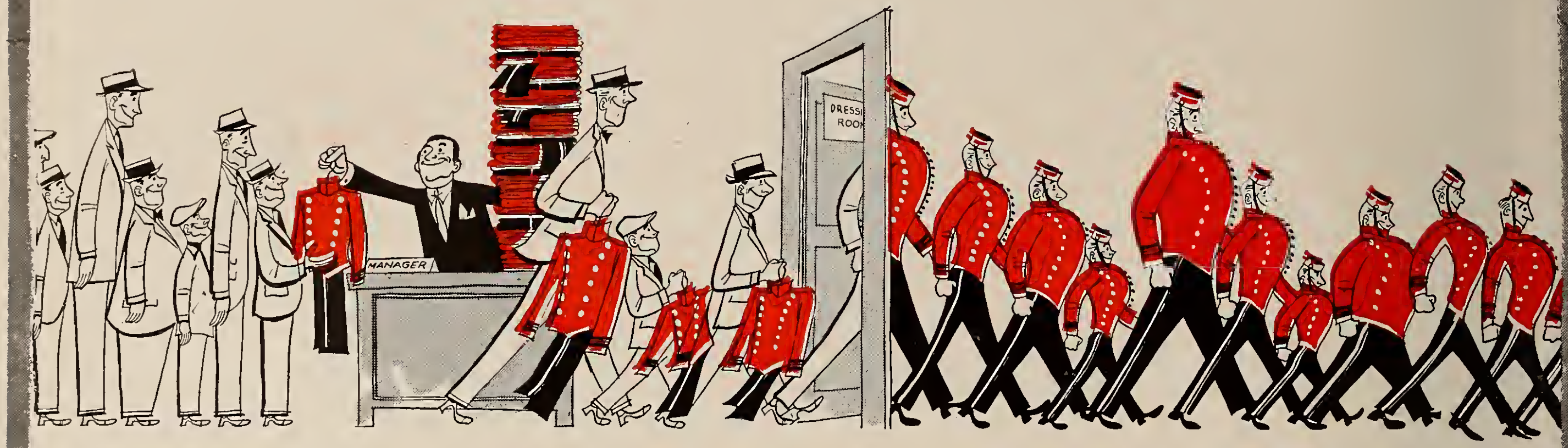

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 50 NEW YORK, U. S. A., THURSDAY, MARCH 13, 1952 TEN CENTS

Insider's Outlook

By RED KANN

DICK DICKSON'S report to the TOA on film cycles and addenda supplied by this observer remind Senn Lawler of Fox Midwest Amusement Corp. of "Research Is the Answer," a year-old pamphlet by Elmer C. Rhoden, president of that circuit. His views were pertinent then and still are:

"Naturally, brains cannot be regimented nor inspiration produced on order, but the principles of management engineering might be applied to the mechanical phases of production. Intelligent research might indicate that it would be wise and profitable to institute periodic inter-studio story conferences to avoid duplication in subject matter. Thus, by mutual agreement, unprofitable film cycles would be avoided. Research might also recommend a releasing pool to prevent flooding the market with pictures of similar entertainment content, as often transpires, and provide instead an even flow of variety entertainment. Surely a much more satisfactory situation could be developed than that which exists today in distribution, if the studios would agree among themselves, each to produce so many dramas, so many musicals, so many comedies, so many documentaries . . . and time their releases to avoid competition between the same type of attractions at the box-office."

What's required on this problem is far less the need for research than the determination to do something about it.

■

CREDIT National Screen Service with a "first": a preview of an impressive lineup of accessories for "Quo Vadis" developed in conjunction with M-G-M. Limited to the trade press, the invitation list well might have embraced exhibitors. They would have been interested.

This was a test run, held to the one attraction. But NSS points out such regular and special material has been whipped up on other pictures for other companies, too.

This interesting idea now heads for a repeat at some future date on a distributor-wide basis and will be designed to demonstrate the range of selling aids of modern merchandising methods.

Treasury Opposes Cut in Federal Admissions Tax

Tells House Ways and Means Committee Its Repeal or Reduction Has 'Low Priority;' Won't Cede It to States, Municipalities

By J. A. OTTEN

WASHINGTON, March 12.—The Treasury Department believes repeal or reduction of the Federal admission tax "would have a relatively low priority in any future Federal tax reduction program."

This is true, the Treasury says, "because it is imposed on a relatively non-essential service and is distributed fairly progressively with respect to the lower and middle income groups."

Moreover, the Department feels, relinquishment of the admissions tax by the Federal government in the interest of coordinating Federal-state-local taxes "would be good policy only if state and local governments made approximately equal effective use of this revenue source within a reasonably short time."

If this were not done, the Treasury adds, the revenue lost to the combined Federal-state-local tax system might have to be made up from tax sources "less desirable to the economy."

The Treasury's views, which include many other objections to reduction or elimination of the 20 per cent Federal box-office tax, were made known in a

(*Continued on page 6*)

Would Offer UPT Theatre TV Events To Others: O'Brien

WASHINGTON, March 12. — United Paramount Theatres would not take exclusive theatre television rights to any event, UPT vice-president Robert H. O'Brien said today.

O'Brien told the Federal Communications Commission's "catch-all" Paramount hearing that the company would make such rights available to all theatres equipped with television

(*Continued on page 3*)

UPT-ABC Assets: $152,000,000

WASHINGTON, March 12.—American Broadcasting-Paramount Theatres, Inc., would have had assets of more than $152,000,000 as of last Sept. 30, if the merger had gone into effect by that time, according to figures submitted by United Paramount Theatres to the Federal Communications Commission.

UPT put into the record of the

(*Continued on page 3*)

Kirsch Is Reelected Head of Ill. Allied

CHICAGO, March 12.—Jack Kirsch was reelected president of Allied Theatres of Illinois today for a three-year period at the organization's 22nd annual election meeting. Reelected for one year terms were:

Van A. Nomikos, vice-president; Ben Banowitz, secretary-treasurer; and directors Leonard Bland, Basil Charuhas, Jack Clark, James Gregory, Robert Harrison, Verne Langdon, Charles Lindau, Howard Lubliner, Samuel Roberts, Richard Salkin, Nathan Slott, and Joseph Sterm. Arthur Sass, Arthur Schoenstadt, and Bruce Trinz were elected to the board for the first time.

Paramount Has New Plan For Milwaukee Clearance

MILWAUKEE, March 12.—The Paramount exchange here has sent to Milwaukee exhibitors a new clearance and availability schedule which it will start with the first outlying run of "Sailor Beware" on March 25.

Paramount has divided the Milwaukee releasing area into four areas, the Northeast area, the West area and the South. In addition, downtown Milwaukee, after first-run in Milwaukee, will be considered an area. Each area, except downtown, has been divided into two districts. Each exhibitor has a map showing the areas and the theatres in each. Exhibitors have also received a "request for offer," to be used by any of them in submitting any offer under this plan.

A single first outlying run in each area will be licensed to one theatre in that area with every theatre in the area having an equal competitive op-

(*Continued on page 6*)

Bidding Hits 'Movie Habit,' Zukor Says

HOLLYWOOD, March 12.—High taxation, the high cost of living, and the influence of the competitive bidding system on exhibition practice are more responsible than television for breaking down the "movie habit" and the consequent softening grosses in the early part of the week, Paramount Pictures board chairman Adolph Zukor said today at the studio.

Taxes and living cost are contributing factors in the general family-circle

(*Continued on page 6*)

Would Picket Films With 'Reds' in Them

WASHINGTON, March 12.—The District of Columbia department of the American Legion is thinking of asking the next national Legion convention to order nationwide picketing of films that have "known Communist Party members and fellow travelers associated with them."

This was announced by William J. Holliman, commander of the district department, at a news conference.

Gold Seal Sues RKO For $1,125,000

HOLLYWOOD, March 12.—Gold Seal Productions, owned by Jack Skirball and Bruce Manning, today sued RKO Pictures for $1,125,000, charging the latter broke an agreement to publicize and distribute "Appointment in Samarra." The plaintiff asserted that an agreement, made in 1950, called for RKO to pay Gold Seal $125,000 plus 20 per cent of the net income from the picture.

Cincinnati Reports Healthy Grosses

Cincinnati, March 12. — Grosses for the most part are continuing the upward trend first evidenced here a few weeks ago. Outstanding examples are "Quo Vadis," which is doing an expected $34,000 at the RKO Albee, and "The Greatest Show on Earth," with $20,000 in sight for a third week at the Capitol. Both pictures are playing at a 90-cent-$1.25 scale. "Bend of the River" is big with an estimated $13,500 at Keith's and "The African Queen" is pulling approximately $7,500 on its third downtown week at the RKO Lyric.

House Unit Passes FCC Measure

WASHINGTON, March 12. — The House Commerce Committee today approved a comprehensive and technical bill to overhaul the Federal Communications Commission and the FCC Act.

The measure has already passed the Senate, but the House committee made numerous changes. One change would write into the bill Congressional intent that the FCC not deny a radio or TV license to any applicant solely because he owns a "medium primarily engaged in the gathering and dissemination of information."

Covers Only Newspapers

Committee members said there had been some discussion of covering film companies in this section, but that they felt the section as finally drawn covered only newspapers. They said this did not mean they thought the FCC should deny licenses to film companies, but only that they thought newspapers the only group needing specific legislative protection in this connection. Another change made by the House Committee is aimed at protecting the investment of a licensee who is denied a renewal of his license, by requiring the new licensee to buy at a reasonable price the property of the old licensee.

Meet with Skouras on COMPO Acceptance

Arthur L. Mayer, retiring executive vice-president of the Council of Motion Picture Organizations; Robert W. Coyne, special counsel, and Charles E. McCarthy, information director, met here late yesterday with Spyros P. Skouras, 20th Century-Fox president, to persuade the latter to accept the presidency of COMPO. Skouras was elected president of the all-industry agency by the COMPO board last month, but was said to have been reluctant to accept because of the pressure of company business.

The result of the meeting yesterday was not obtainable at a late hour. The four were said to have engaged in a prolonged conference.

Personal Mention

WILLIAM F. RODGERS, M-G-M distribution vice-president, is due back here Monday from a Miami vacation.

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PAUL W. KAYSER, newly appointed manager of the Panama branch of the Westrex Co., Caribbean, sailed for Panama from New York yesterday on the *S. S. Panama.*

•

HOWARD DIETZ, M-G-M vice-president and ad-publicity director, and DAN S. TERRELL, exploitation head, will return to New York Monday from the Coast.

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WILLIAM CARPENTER, station manager of WLOW in Norfolk, Va., has been appointed sales representative of United Artists Television in Norfolk and Richmond.

•

JERRY FAIRBANKS, head of the firm bearing his name, is in Miami from Hollywood.

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BILL BLOWITZ, publicist, flew here last night from the Coast.

BARNEY BALABAN, president of Paramount Pictures, will return here tomorrow from Florida.

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ERNEST T. CONLON, executive secretary of Allied Theatres of Michigan, was appointed to the honorary position of executive secretary of the Detroit Variety Club.

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MICHAEL POWELL, British producer, is in New York, and will leave here over the weekend for a 'round-the-world combination business and pleasure trip.

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NORMAN S. ROBERTSON, a director of Famous Players Canadian Corp., has been named a director of the Toronto General Trust Co.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, will fly to New York from Hollywood today.

•

CHESTER ERSKINE, RKO Pictures director, and his wife, sailed for Europe from here on the *S. S. Liberte* Tuesday.

Modernized Sabbath Bill to Go to Dewey

ALBANY, N. Y., March 12. — The Senate today unanimously passed a Rules Committee bill modernizing the penal law relating to Sunday entertainment and sports. The Assembly took similar action yesterday.

The measure, recommended by a Sabbath Observance Committee headed by Assemblyman Malcolm Wilson, of Yonkers, will probably go to Governor Thomas E. Dewey as a 30-day bill. Inasmuch as he advocated overhauling archaic Sunday statutes, with the elimination of "more glaring inconsistencies" during the present session of the legislature, his signature is believed certain.

One effect of the bill would be to legalize continuance of Sunday performances before 2:00 P. M. where they are now held. Decisions on Sabbath entertainment and spectator sports is to be by local option.

N.Y. Ads Herald 'Deadline' Bow

Current gangland headlines in New York are tied in with a series of ads in city newspapers on 20th Century-Fox's "Deadline U.S.A.," set to open tomorrow at the Roxy Theatre.

The ads, inserted under the supervision of Charles Einfeld, 20th-Fox vice-president in charge of advertising-publicity, shows action scenes from the picture in news-cut and caption style.

De Sica Arriving Today

Vittorio De Sica, Italian director of "Shoeshine," "The Bicycle Thief" and "Miracle in Milan" and star in the forthcoming "Tomorrow Is Too Late," opening at Loew's State Easter week, will arrive here today from Italy.

Platt Is Named Aide to Nat Levy

Milton Platt has been named to succeed Daniel Loventhal as assistant to Nat Levy, RKO Radio's Eastern division sales manager. Platt has been manager of the company's checking department and has been with RKO some 20 years.

Announcement of the promotion was made by Robert Mochrie, sales vice-president, yesterday at a testimonial luncheon for Loventhal at Toots Shor's. Loventhal has been granted a leave of absence.

Platt joined RKO Radio's contract department in 1930. He became manager of the road-show department, and then was transferred to Washington as booker. Following four years in the Army, he became assistant to Robert Hawkinson, assistant foreign manager. When the checking department was created about five years ago, Platt was made its head.

Honor Paul Terry At Luncheon Today

A testimonial luncheon in honor of Paul Terry, head of Terrytoons Studios, New Rochelle, N. Y., on the occasion of the release of his 1,000th cartoon, will be given the pioneer animated film producer by members of the National Cartoonists Society today, at the Society of Illustrators here.

In addition to many top cartoonists who will attend, executives of 20th Century-Fox, headed by Spyros P. Skouras, president, are scheduled to be present to pay tribute to Terry who started his career in 1915. 20th Century-Fox has distributed Terrytoons during the past 20 years.

The need for copper scrap is urgent
SAVE THOSE COPPER DRIPPINGS.

MPA Acts to Gain Ground in Jap, BelgianCampaigns

Foreign managers of Motion Picture Association of America member companies yesterday were informed of steps that have been taken by the MPAA to seek a reduction of Belgium's threatened remittance restrictions. Additionally, they exchanged views with M. Kumashiro, Japan's deputy finance commissioner, on film export conditions.

These were the principal features of the foreign maangers' meeting here with John G. McCarthy, MPAA foreign department chief, who told them he will join Eric A. Johnston, MPAA president, and Joyce O'Hara, vice-president, in Washington tomorrow for a review of the French market situation with State Department officials. A new Franco-American film agreement is due to be negotiated this spring.

Fayette W. Allport, MPAA European manager, who is in Brussels, has been instructed to work out with the Belgian government a remittance formula that will not call for dubbing of American films in that country and other similar requirements. It is conceded that the Belgians are intent on working up a remittance restriction arrangement in view of their dismal dollar position, but U. S. film companies are equally intent on avoiding terms that are too severe from their standpoint.

In an informal discussion at the MPAA office here, Kumashiro, who soon will depart for Brazil on a Japanese trade mission, gave a detailed account of his country's financial situation and the state of that nation's economy. McCarthy and the foreign managers sought to persuade Kumashiro that it would be to Japan's economic advantage to admit a free flow of U.S. pictures. It was pointed out to him that the American companies' experience in other countries has been that with a greater number of U.S. films imported benefits such as increased business, increased tax revenue and stimulation of native film industries resulted.

MPA's McCarthy Is Decorated by Italy

John G. McCarthy, Motion Picture Association of America vice-president in charge of the foreign department, yesterday received from Dr. Aldo M. Mazio, Italian Consul-General in New York, the Italian government's Star of Solidarity in recognition of his "efforts in behalf of friendly relations between the film industries of the U. S. and Italy."

The presentation was made at Mazio's office in the presence of Dr. Lorenzo Baracchi-Tua, Italian Vice-Consul; Dr. Renato Gualino, general manager of Italian Film Export, and E. R. Zorgniotti, managing director of IFE.

Ritz Cuts Prices

MEMPHIS, March 12. — The Ritz Theatre here today cut adult admission prices from 60 to 50 cents.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street. FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

NEWS in Brief . . .

COLUMBUS, O., March 12.—Neighborhood and downtown houses are uniting in a series of monthly promotions in which persons of key industries will be honored. March has been designated "Milkmen's Month," with an official proclamation by Mayor James A. Rhodes, obtained at the request of theatres. Milk drivers and guests will be given an advance screening of an unreleased feature next Saturday midnight, at Loew's Broad. Theatres took 300-line ads in local dailies to announce the promotion, which is tied in with "Movietime U. S. A." The committee in charge includes: Walter Kessler, Loew's; Harry Schreiber, RKO; Elizabeth Richter, Neth; Arthur Miller, Miles; Fred Brunner, Rowlands; Robert Benner, Academy, and Lee Hofheimer and Al Sugarman, H. and S. Theatres.

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Al Schleicher, manager of the Kingston Theatre in Kingston, N. Y. and Frank Sinatra of the Strand in Perth Amboy, N. J. were named "Manager of the Month" for December and January respectively in Walter Reade Theatres prize contests, Walter Reade, Jr., president, disclosed at a special meeting of managerial personnel in the circuit's offices here.

The awards, which carry cash prizes, indicate Sinatra and Schleicher topped managers of all 40 theatres in the circuit for outstanding work.

•

LONDON, March 12.—British producers are becoming more cagey about the growing number of so-called Film Festivals and their usefulness.

Six or seven such festivals are scheduled for this summer on the Continent, with others planned for next year. Production leaders say experience to date shows that the fiestas do not sell the films exhibited. The British Film Producers Association plans to raise the subject for discussion at the general assembly of the International Federation of Film Producers Association at Cannes in May.

•

HOLLYWOOD, March 12.—Ethel Barrymore signed a long-term contract with Interstate Television Corp. for a series of half-hour video shows to be called the Ethel Barrymore Theatre, ITC president G. Ralph Branton announced. The star will act in some films, commentate others, function in an advisory capacity on all.

Abandons Chicago House

CHICAGO, March 12.—RKO Theatres and Otto Keitel, owner of the Palace Theatre here came to a parting of the ways yesterday with RKO terminating its lease. The circuit had converted the house to "legit" last September to show "Gentlemen Prefer Blondes" and tried to go back to a picture policy when "Blondes" wound up its run in mid-December, but the house has been kept dark by a labor dispute over back wages.

Rains Darken Theatre

PROVIDENCE, March 12. — Heavy rains last night caused the main transformer of the Strand Theatre here to burn out, plunging the house into complete darkness. There were over 300 patrons in the theatre at the time but there was no panic. Emergency lights were turned on and the patrons filed out of the theatre.

Reviews

"The Girl in White"

(Metro-Goldwyn-Mayer)

A COLORFUL, turn-of-the-century story is told of the efforts of a young lady to break into the medical profession against all of the odds of prejudice and intolerance. Armand Deutsch has given his production resourceful treatment in terms of scope and setting. With June Allyson and Arthur Kennedy in the leads and support coming from such seasoned performers as Gary Merrill and Mildred Dunnock, a sprightly patron response is assured.

Miss Allyson plays the focal role as the young lady who is so inspired by Miss Dunnock, a woman physician, that she decides to follow in her footsteps. What ensue are arduous hours at school and the derision of classmates who think a woman in the medical field is startlingly radical. One classmate, Kennedy, lights a small flame of romance, but Miss Allyson feels the pursuit of her profession is more important than anything else.

After graduation, Miss Allyson finds she must apply all of her wit and resolution to strike down the barriers that would deny her the needed internship at a hospital. She finally is appointed to a hospital of which Merrill is superintendent.

Some of the liveliest sequences in the screenplay by Irmgard Von Cube and Allen Vincent are those in which Miss Allyson goes thundering through the streets in a horse-drawn ambulance on emergency calls.

In time Miss Allyson builds up a considerable record at the hospital that helps destroy prejudices against women. As it happens Kennedy is also stationed at the hospital and the old love flames anew. This time it is he who decides to persue his career in research and that takes him to Europe. Before departing however, he receives a pledge from Miss Allyson that she will wait for him. John Sturges directed.

Running time, 93 minutes. General audience classification. For May release.

MANDEL HERBSTMAN

"Night Stage to Galveston"

(Gene Autry Productions—Columbia)

GENE AUTRY, his horse, Champion, and a supporting cast including Virginia Huston, Thurston Hall, Judy Nugent, Robert Livingston, Harry Cording and Pat Buttram, wend their way through standard Western proceedings in "Night Stage to Galveston," which Armand Schaefer produced and George Archainbaud directed, from a script by Norman S. Hall. More so than most Westerns, however, this one has a distinct play-acting quality. Of course, Gene's fans should take pleasure in watching the doings and in listening to the cowboy hero render a few songs about the virtues of outdoor life in Texas.

The uncomplicated plot concerns the depredations of the Texas State Police at the end of the Civil War. When corruption and killings become no longer bearable by the citizenry, Gene takes over and through a ruse, daring and horsemanship manages to expose and bring to justice arch-villain Livingston, the state's adjutant general. The plot is at its thickest when pretty Miss Huston and little orphan Judy Nugent, who are members of the family of crusading editor Hall, are kidnapped by Livingston's men. Rescue is effected by Gene, of course, and Buttram, his whining side-kick. The print is in sepia, and the picture is identified as a Gene Autry Production.

Running time, 61 minutes. General audience classification. March release.

CHARLES L. FRANKE

20th-Fox Files Suit Against 2 Ill. Houses

CHICAGO, March 12. — Twentieth Century-Fox Film Corp. filed a suit here in Federal District Court today against Valo's Sun Theatre, Wheaton, Ill., claiming conspiracy with the Glen Theatre, Glen Ellyn, Ill., to control prices of pictures offered by the company to the two theatres for exhibition. The suit asks $24,000 damages for loss of film rental.

Morris to Minneapolis

MINNEAPOLIS, March 12.—Robert Morris, formerly with Monogram's New York office as an exploiteer, has transferred to the company's exchange here as a salesman. His territory embraces Southern Minnesota, North Dakota and South Dakota.

Boston Trolley Strike

BOSTON, March 12.—Transportation strikes here at the Eastern Massachusetts Street Railway and the Middlesex and Boston Street Railway companies are expected to hurt the business of over 100 theatres in the areas serviced by the two transportation companies.

ABC-UPT Assets

(*Continued from page 1*)

FCC hearings on the proposed merger a "pro forma consolidating balance sheet" of what the new company would have looked like if it had been in existence last fall.

Assets would have been $152,084,955, UPT said, consisting of $119,703,840 of UPT Assets, $26,808,221 of ABC assets and a net gain of $5,572,894 from various adjustments to be made when the merger takes effect. This consists largely of a $6,000,000 gain from the sale of Chicago television station WBKB to CBS.

The assets would have included almost $53,000,000 in U. S. government securities, notes and accounts receivable, inventory of merchandise and supplies, and indebtedness due. Fixed assets would have totaled more than $135,000,000, less some $55,000,000 for reserves for depreciation and amortization. The rest would have been in investments, intangibles, prepaid expenses, deferred charges, and other assets.

The surplus of the merged company would have topped $60,000,000, including almost $9,000,000 of paid-in surplus, some $18,000,000 of earned surplus, and more than $33,000,000 of capital surplus.

The balance sheet noted that it is planned promptly after the merger to pay off a $4,662,325 ABC note due an insurance company, "if satisfactory arrangements can be made as to the amount of prepayment premium." It said $2,500,000 of three per cent ABC notes due a bank would also be paid off.

Theatre TV

(*Continued from page 1*)

facilities and wishing to telecast the event.

"It would be available to all theatres and would not be exclusive," he explained. "The role of UPT would be merely that of an exhibitor."

As an example, the UPT executive cited recent negotiations with the Theatre Guild for theatre telecasting of a Guild play direct from the stage. It was UPT's idea, he declared, that the Guild "initiate" the project and act as "producer and distributor" to all theatres with TV equipment. As a general rule, he said, UPT has not "initiated" any theatre TV broadcasts, with the exception of recent Civil Defense Administration experimental telecasts and the telecasts of the "Big 10" football games.

Nor does UPT "initiate" the installation of theatre TV equipment in any of its subsidiary theatres, O'Brien said. He explained that UPT helped to procure equipment, cable facilities and programs for its subsidiary theatres, and kept them supplied with information on all available events.

Much of today's session was taken up with intensive questioning on UPT's request for the transfer of licenses of WBKB, the Balaban and Katz station in Chicago, and WSMB, the Paramount-Richards station in New Orleans. Under the consent decree, ownership of these stations was transferred from the parent company, Paramount Pictures, Inc., to UPT.

The FCC has not yet approved the transfer of control, however, and questioning by FCC counsel Max Paglin indicated that although UPT regarded the transfer of the licenses as involuntary under the terms of the consent decree, the Commission might regard it as a voluntary transfer. "Under the Commissioner's rules," Paglin explained to reporters, "involuntary transfer must depend on something like death or bankruptcy."

Paglin also criticized the fact that application for the transfer of the two licenses was not made to the Commission until Dec. 22, 1949, eight days before the split in the parent company was to become effective and nine months after the consent decree was entered. Under the Commission's rules, he explained, notice of an involuntary transfer of license must be made within 30 days after the event and the Commission must be informed of a voluntary transfer 60 days before the event.

DeMille Confers with MPAA on FCC Hearings

WASHINGTON, March 12.—Cecil B. DeMille is in Washington to discuss with attorneys of the Motion Picture Association of America his projected appearance at the Federal Communications Commission theatre television hearings and to take care of "various personal matters."

The big

NOW! FROM WARNERS!
"BUGLES IN THE AFTERNOON"
WILLIAM CAGNEY PRODUCTION
COLOR BY TECHNICOLOR

NOW! FROM WARNERS!
"ROOM FOR ONE MORE"

NOW! FROM WARNERS!
"I'LL SEE YOU IN MY DREAMS"

NOW! FROM WARNERS!
"THIS WOMAN IS DANGEROUS"

anfare!

NOW! FROM WARNERS!

"THE BIG TREES"

COLOR BY TECHNICOLOR

NOW! FROM WARNERS!

"RETREAT, HELL!"

UNITED STATES PICTURES PRODUCTION

MARCH 22—WARNERS' GENERAL RELEASE OF

"A STREETCAR NAMED DESIRE"

AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN

OW! FROM WARNERS!

'DISTANT DRUMS"

COLOR BY TECHNICOLOR

UNITED STATES PICTURES PRODUCTION

FOR EASTER FROM WARNERS!

ABBOTT and COSTELLO in "JACK AND THE BEANSTALK"

EXCLUSIVE PRODUCTION

IN SUPER CINECOLO

WB

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS
of
"Tarzan's Savage Fury"

ALBANY
Fox Scr. Rm. Tues. 3/18 3:30 P.M.
1052 Broadway
ATLANTA
RKO Scr. Rm. Tues. 3/18 10:30 A.M.
195 Luckie St., N.W.
BOSTON
RKO Scr. Rm. Tues. 3/18 2:30 P.M.
122-28 Arlington St.
BUFFALO
Mo. Pic. Oper Scr. Rm.
498 Pearl St. Tues. 3/18 3:15 P.M.
CHARLOTTE
Fox Scr. Rm. Tues. 3/18 3:30 P.M.
308 S. Church St.
CHICAGO
RKO Scr. Rm. Tues. 3/18 11:00 A.M.
1300 S. Wabash Ave.
CINCINNATI
RKO Scr. Rm. Tues. 3/18 9:30 P.M.
12 E. 6th St.
CLEVELAND
Fox Scr. Rm. Tues. 3/18 10:30 A.M.
2219 Payne Ave.
DALLAS
Rep. Scr. Rm. Tues. 3/18 10:30 A.M.
412 S. Harwood St.
DENVER
Para.Scr. Rm. Tues. 3/18 3:30 P.M.
2100 Stout St.
DES MOINES
Fox Scr. Rm. Tues. 3/18 10:30 A.M.
1300 High St.
DETROIT
Blumenthals Scr. Rm.
2310 Cass Ave. Tues. 3/18 10:30 A.M.
INDIANAPOLIS
Univ. Scr. Rm. Tues. 3/18 2:30 P.M.
517 N. Illinois St.
KANSAS CITY
Para. Scr. Rm. Wed. 3/19 2:30 P.M.
1800 Wyandotte St.
LOS ANGELES
RKO Scr. Rm. Tues. 3/18 10:30 A.M.
1980 S. Vermont Ave.
MEMPHIS
Fox Scr. Rm. Tues. 3/18 2:30 P.M.
151 Vance Ave.
MILWAUKEE
Warner Screen.
Room Tues. 3/18 10:30 A.M.
212 W. Wisconsin Ave.
MINNEAPOLIS
Fox Scr. Rm. Tues. 3/18 10:30 A.M.
1015 Currie Ave.
NEW HAVEN
Fox Scr. Rm. Tues. 3/18 3:30 P.M.
40 Whiting St.
NEW ORLEANS
Fox Scr. Rm. Wed. 3/19 2:30 P.M.
200 S. Liberty St.
NEW YORK
RKO Scr. Rm. Tues. 3/18 11:00 A.M.
630 Ninth Ave.
OKLAHOMA
Fox Scr. Rm. Tues. 3/18 2:30 P.M.
10 North Lee St.
OMAHA
Fox Scr. Rm. Tues. 3/18 10:30 A.M.
1502 Davenport St.
PHILADELPHIA
RKO Scr. Rm. Tues. 3/18 10:30 A.M.
250 N. 13th St.
PITTSBURGH
RKO Scr. Rm. Tues. 3/18 3:00 P.M.
1809-13 Blvd. of Allies
PORTLAND
Star Scr. Rm. Tues. 3/18 10:30 A.M.
925 N.W. 19th Ave.
ST. LOUIS
RKO Scr. Rm. Tues. 3/18 10:30 A.M.
3143 Olive St.
SALT LAKE CITY
Fox Scr. Rm. Tues. 3/18 2:45 P.M.
216 E. 1st St. So.
SAN FRANCISCO
RKO Scr. Rm. Tues. 3/18 10:30 A.M.
251 Hyde St.
SEATTLE
Jewel Box Scr. Rm.
2318 2nd Ave. Tues. 3/18 2:30 P.M.
SIOUX FALLS
Hollyw'd Thea. Tues. 3/18 9:00 A.M.
212 N. Philips Ave.
WASHINGTON
Film Center
Screen. Room Tues. 3/18 10:30 A.M.
932 New Jersey Ave.

Treasury Opposes Tax Cut

(*Continued from page* 1)

study on "Federal-State-Local Tax Coordination," given to the House ways and means committee and released by that group.

While the study does not say so outright, it leaves the inference that the Treasury might accept a "tax credit" approach to the admissions tax, under which the U. S. would continue to levy the admissions tax at a 20 per cent rate, but would give a credit for similar taxes paid to state and local governments.

This would serve to hold the combined Federal-state-local tax load to 20 per cent, instead of allowing it to go up as high as 30 per cent, as the Treasury says "frequently" occurs at present.

The American Municipal Association has suggested this approach as an "intermediate" step toward complete elimination of the Federal admissions tax.

The whole subject came up when a special House ways and means subcommittee, appointed to make recommendations for elimination of overlapping Federal, state and local taxes, met with representatives of governors and mayors associations this morning. The meeting concluded that no definite recommendations could be made, since there would have to be a determination of what Federal spending the states would take over before there could be a determination of what Federal revenue the states could take over. It was decided to support a pending bill to set up a governmental Commission to study the whole problem of functions and revenues.

The Treasury study, prepared by the tax advisory staff, pointed out that 26 states now tax theatre admissions with approximately half using a two per cent rate but with four states going up to 10 per cent. It said special admission taxes were levied in only eight of the 26 states, the others including admissions in the base of general sales taxes. It said adoption of admissions taxes by municipalities was "a significant recent development," with cities in 15 states using this tax, sometimes as high as 10 per cent.

State and local governments have long argued, the study continued, that the admission tax is one particularly suitable for their use. and have said the 20 per cent Federal tax rate is so high as to bar state and local governments from more extensive use of this tax. It noted that proposals to deal with the situation included withdrawal of the Federal government from the admissions tax field, a reduction in the Federal tax, a price exemption on tickets of less than certain cost, Federal sharing of admission tax revenue with the states and cities, and a tax credit scheme.

The study then commented on each of these suggestions. In further opposition to repeal or reduction of the Federal tax, it said the cities would have to wait to levy their taxes until the states passed enabling legislation and that some cities might adopt it and suburban areas would not, "leaving sharp discrimination between firms operating in the city and those in adjoining areas outside the city's jurisdiction." The Treasury also said that the Federal government tries to tax all amusements and thus give "equality of treatment among competing amusements," but that the states and cities might not do this, and so bring "discrimination among different types of amusements competing for the consumer's amusement dollar."

Use of price exemptions for low-priced tickets was characterized by the Treasury as "the least satisfactory method of reducing the Federal tax." It said this system would give a relative advantage to the film industry over other amusements because "its price scale is substantially lower than that for other entertainments."

The Treasury study also objected to proposals that the state and local governments withdraw from the admissions tax field and merely share in the revenue the U. S. gets from this source. It said this would require more detailed record—keeping and difficult-to-obtain agreements on which government units would get how much.

The Treasury's most favorable comments went to the tax credit scheme. It said increased state and local taxation would be encouraged by the desire to get the money which otherwise would go to the Federal government, but at the same time state and local discretion as to using this tax source would be preserved. The credit device also would improve uniformity of admissions taxation, since it would eliminate present multiple rates, the Treasury said.

MPAA, SWG Agree On Trial Stipulations

The Screen Writers Guild's suit charging Motion Picture Association of America member companies with conspiracy to blacklist talent moved closer to trial yesterday when attorneys for both sides informed Judge Leibel in Federal Court here that they had reached an agreement on a pre-trial stipulation of facts. The jurist instructed them to prepare and submit to the court a list of the points agreed upon.

The MPAA was represented by Max Freund of the Samuel I. Rosenman law office, and SWG was represented by Thurman Arnold. The suit was initiated four years ago over the statement issued by the majors concerning the "Hollywood 10."

U.K. Exhibitor Plan For Tax Cut Barred

LONDON, March 12.—Chancellor of the Exchequer R. A. Butler told Commons yesterday that the Cinematograph Exhibitors Association's plan for revision of the entertainment tax has "two defects—it would cost the government several million pounds and would mean an increased expenditure for American films."

Butler's rhetorical remarks are not regarded as closing the door on negotiations for revision of the tax at some future stage of the government's finance bill.

Merchants Take Theatre

CHICAGO, March 12.—The Homewood Theatre at Homewood is being taken over by a group of the town's merchants in an effort to keep the house from going dark.

Amusement Tax Take Declining

Washington, March 12. — Federal revenues from amusement taxes have been declining steadily in recent years "principally because of the downward trend of motion picture theatre admissions," the Treasury declared today.

It said revenues from amusement taxes reached a peak of $504,500,000 in fiscal 1947, but in the year ending June 30, 1951 were down to $444,000,000. Included were the general admission taxes, cabaret tax, and taxes on club dues, initiation fees, coin-operated gaming devices, bowling alleys and pool tables.

Paramount Plan

(*Continued from page* 1)

portunity to make an offer. Immediately after this first outlying run, one second outlying run will be offered. Then one second-run will be offered in each district. In each district, runs subsequent to the foregoing will be licensed by negotiation to those theatres which have not obtained one of the foregoing runs.

When a license has been granted for the first and second outlying runs in each area it will provide a maximum of 14 days from the date of availability within which to play and clear. In first and second in the subsequent runs in the districts seven days will be the maximum.

Said Paramount: Any "theatre desiring to compete for" any "run in its area or district is invited to do so. This results in every theatre having an equal opportunity to compete for their run in its area or district."

Allied of Wisconsin Will Meet on All Clearances

MILWAUKEE, March 12.—Allied of Wisconsin has called a meeting to be held on March 19 at the Hotel Schroeder to discuss all city clearances, including Paramount's new plan.

'Movie Habit'

(*Continued from page* 1)

uncertainty about the future which offsets what otherwise should be the beneficial box office effect of the population's higher wage levels and the increased amount of money in circulation. Perhaps even more momentous in its over-all effect on the box office, he said, is the fact that competitive bidding not only foreshortens the period in which the exhibitor can exploit coming attractions but also forces theatre goers to search for the theatre playing the picture they have singled out as "must see" entertainment, whereas formerly they knew which houses would be showing each company's pictures next week, next month and on beyond.

SALESMEN
Experience non-theatrical field. To work from their own exchange centers. Unusual opportunities for right type of manpower.
Box 301, MOTION PICTURE DAILY, 1270 Sixth Ave., New York 20, N. Y.

Dangerous Bait...

for any killer...is this reckless woman who risks her lovely neck for the runaway guy she goes for!

RKO presents

ROBERT
MITCHUM
JANE
RUSSELL
WILLIAM **BENDIX**
in

MACAO

with **THOMAS GOMEZ · GLORIA GRAHAME**

Directed by JOSEF von STERNBERG • Screenplay by BERNARD C. SCHOENFELD and STANLEY RUBIN

TRADE SHOWINGS

ALBANY	Fox Screening Room	1052 Broadway	Tues. 3/18 2:00 P.M.
ATLANTA	RKO Screening Room	195 Luckie St., N.W.	Tues. 3/18 2:30 P.M.
BOSTON	RKO Screening Room	122-28 Arlington St.	Tues. 3/18 10:30 A.M.
BUFFALO	Mo. Pic. Oper. Scr. Rm.	498 Pearl St.	Tues. 3/18 2:00 P.M.
CHARLOTTE	Fox Screening Room	308 S. Church St.	Tues. 3/18 2:00 P.M.
CHICAGO	RKO Screening Room	1300 S. Wabash Ave.	Tues. 3/18 2:00 P.M.
CINCINNATI	RKO Screening Room	12 East 6th St.	Tues. 3/18 8:00 P.M.
CLEVELAND	Fox Screening Room	2219 Payne Ave.	Tues. 3/18 2:30 P.M.
DALLAS	Republic Screen. Rm.	412 S. Harwood St.	Tues. 3/18 2:30 P.M.
DENVER	Paramount Scr. Rm.	2100 Stout St.	Tues. 3/18 2:00 P.M.
DES MOINES	Fox Screening Room	1300 High St.	Tues. 3/18 2:00 P.M.
DETROIT	Blumenthal's Scr. Rm.	2310 Cass Ave.	Tues. 3/18 2:30 P.M.
INDIANAPOLIS	Universal Scr. Room	517 N. Illinois St.	Tues. 3/18 1:00 P.M.
KANSAS CITY	Paramount Scr. Room	1800 Wyandotte St.	Tues. 3/18 2:30 P.M.
LOS ANGELES	RKO Screening Room	1980 S. Vermont Ave.	Tues. 3/18 2:00 P.M.
MEMPHIS	Fox Screening Room	151 Vance Ave.	Tues. 3/18 12:15 Noon
MILWAUKEE	Warner Screening Rm.	212 W. Wisconsin Ave.	Tues. 3/18 2:00 P.M.
MINNEAPOLIS	Fox Screening Room	1015 Currie Ave.	Tues. 3/18 1:30 P.M.
NEW HAVEN	Fox Screening Room	40 Whiting St.	Tues. 3/18 2:00 P.M.
NEW ORLEANS	Fox Screening Room	200 S. Liberty St.	Wed. 3/19 10:30 A.M.
NEW YORK	RKO Screening Rom	630 Ninth Ave.	Tues 3/18 2:30 P.M.
OKLAHOMA	Fox Screening Room	10 North Lee St.	Tues. 3/18 10:30 A.M.
OMAHA	Fox Screening Room	1502 Davenport St.	Tues. 3/18 1:00 P.M.
PHILADELPHIA	RKO Screening Room	250 N. 13th St.	Tues. 3/18 2:30 P.M.
PITTSBURGH	RKO Screening Room	1809-13 Blvd. of Allies	Tues. 3/18 1:30 P.M.
PORTLAND	Star Screening Room	925 N.W. 19th Ave.	Tues. 3/18 2:30 P.M.
ST. LOUIS	RKO Screening Room	3143 Olive St.	Tues. 3/18 1.00 P.M.
SALT LAKE CITY	Fox Screening Room	216 East 1st St. South	Tues. 3/18 1:15 P.M.
SAN FRANCISCO	RKO Screening Room	251 Hyde St.	Tues. 3/18 2:00 P.M.
SEATTLE	Jewel Box Scr. Room	2318 2nd Avenue	Tues. 3/18 1:00 P.M.
SIOUX FALLS	Hollywood Theatre	212 N. Philips Ave.	Tues. 3/18 10:30 A.M.
WASHINGTON	Film Center Scr. Rm.	932 New Jersey Ave.	Tues. 3/18 2:00 P.M.

RKO RADIO PICTURES

NEW YORK CELEBRATES HOLLIDAY TODAY!

And this time
it's a *legal*
Holliday!

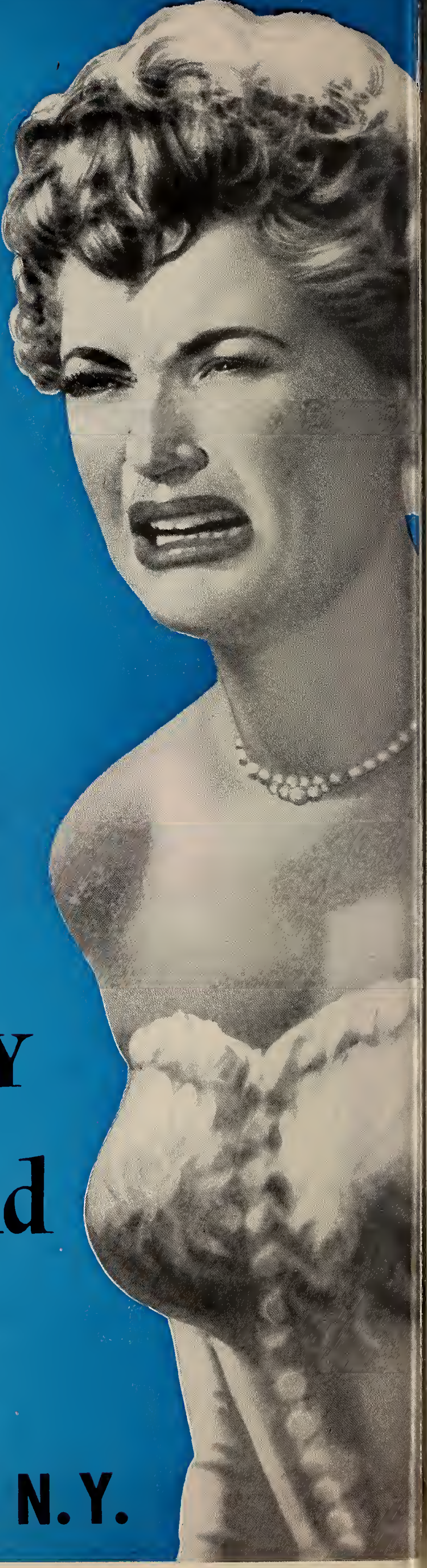
COLUMBIA PICTURES
presents

JUDY HOLLIDAY

the Marrying Kind

introducing **ALDO RAY**
with MADGE KENNEDY
Written by RUTH GORDON and GARSON KANIN
Produced by BERT GRANET · Directed by GEORGE CUKOR

OPENS TODAY · VICTORIA, N.Y.



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 51 NEW YORK, U. S. A., FRIDAY, MARCH 14, 1952 TEN CENTS

COMPO Heads Fail to Get Skouras' 'Yes'

Shies at Top Post; Say O'Donnell May Accept

By CHARLES L. FRANKE

The endeavors of a trio of Council of Motion Picture Organizations officials late Wednesday to persuade Spyros P. Skouras, 20th Century-Fox head to accept the COMPO presidency were not immediately fruitful, it was learned yesterday.

The only official statement to come from the COMPO executives with reference to their meeting with Skouras, who was elected but has not accepted the presidency, was that a formal

(*Continued on page* 4)

RKO Stock Disposal Slows Divestiture

Negligible progress in the sale of RKO Theatres' minority stock interest in Metropolitan Playhouses, Inc., an interest it must dispose of under terms of its consent decree, is reported by RKO Theatres executives.

RKO Theatres states that from time

(*Continued on page* 5)

Expect Admissions To Stay Uncontrolled

Washington, March 13. — Film admissions and rentals will remain free from government price control in any law Congress passes this year to extend the Defense Production Act, Capitol observers believe.

Both the original law in 1950 and the extender voted last year contained provisions exempting these prices from control. With hearings already started in the Senate and slated to start late this month in the House, no pressure has developed to end this exemption.

Heineman, Youngstein to Hold Progress Confabs

William J. Heineman, vice-president in charge of United Artists sales, will leave New York over the weekend for Boston, accompanied by Max E. Youngstein, UA vice-president, to launch a series of meetings with United Artists branch personnel and with exhibitors. They will bring before the whole UA force an analysis of sales progress on all current company product and will outline sales and merchandising programs for upcoming features scheduled for release this year.

The meetings, which ultimately will cover every UA branch in the United States and Canada, will be attended by branch managers, salesmen, office managers and bookers. Heineman and

(*Continued on page* 5)

UPT Holds Off TV Plans Until FCC Acts

Washington, March 13. — United Paramount Theatres president Leonard H. Goldenson said today his company would take all theatre TV installations it now has on order, but would not order any further sets until the Federal Communications Commission has ruled on the question of special channels for theatre TV.

He said the company would go

(*Continued on page* 5)

Asks Aids to Film Sales in Chicago

Chicago, March 13.—A plea for distributor assistance in the form of special showmanship contributions to stem the closing of more Chicago theatres was made by Jack Kirsch, president of Illinois Allied, in his annual report to the organization.

"The official three per cent city tax

(*Continued on page* 4)

Okay Construction Of Six; Deny Two

Washington, March 13.—The National Production Authority today announced approval of another six theatre construction projects, and the denial of two projects.

The actions were contained in a supplemental list of February decisions on applications for all types of

(*Continued on page* 4)

QP Showmanship Awards to Grossman and Harrison

Louis Grossman, manager of the RKO Alden Theatre, Jamaica, L. I., and John Harrison, manager of the Lyric Theatre, Waycross, Ga., have been designated the two top showmen and winners of the twin Grand Awards in the 18th Annual Quigley Showmanship competition conducted by the Managers' Round Table of *Motion Picture Herald*.

Louis Grossman

A third award, the Quigley Overseas Grand Award, was won by Florent Schollaert, proprietor of the Agora Theatre, Brussels, Belgium.

Fifty-one judges, made up of distribution home office sales, advertising, publicity and exploitation executives and circuit promotion executives of the U. S. and Canada, selected the 1951 winners from more than 70 advertising and exploitation campaigns which emerged as finalists from the hundreds submitted during the year to the Managers' Round Table, which is under the editorship of Walter

John Harrison

(*Continued on page* 5)

Texas Jurist Okays 'Pinky' Appeal Papers

Machinery Started for a Review by High Court

Judge H. N. Graves of the Texas Court of Criminal Appeals in a surprise move yesterday started legal machinery for a review of screen censorship by the U. S. Supreme Court. The Motion Picture Association of America reported here that the jurist signed appeal papers authorizing Texas theatre manager W. L. Gelling to appeal his conviction for showing the 20th Century-Fox production, "Pinky," in violation of a Marshall, Texas, censorship ruling.

Eric A. Johnston, MPAA president, greeted the judge's action with: "We welcome and applaud this opportunity

(*Continued on page* 4)

MGM to Key Ads to Individual Films

Hollywood, March 13.—National and local advertising campaigns for M-G-M's 1952 product line-up, will be keyed to the individual picture, Howard Dietz, M-G-M vice-president and director of advertising-publicity and exploitation, disclosed here.

The occasion was a luncheon of studio executives and producers with

(*Continued on page* 5)

7 Complaints Before Grievance Board

Atlanta, March 13. — The TOA Southern grievance panel met here yesterday at the Hotel Piedmont where seven complaints were entered against exchanges, but they will not be reported until an exhibitors meeting is held on April 13. At that time, J. H. Thompson reported, there would be about 25 more complaints. O. C. Lam, Ray Edmondson, Jay Solomon and Bill Griffin comprise the grievance board.

UA's "THE AFRICAN QUEEN"
HOLDOVER!
ZOOMING TO SOCKO!
Woods Theatre, Chicago

HUMPHREY KATHARINE
BOGART · HEPBURN
Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR

Personal Mention

LEON J. BAMBERGER, RKO Pictures sales promotion head, will address the Theatre Owners of Oklahoma convention in Oklahoma City on March 24-25.

•

GENE ARNEEL of the *Variety* editorial staff, and DORIS KUTHY, secretary to MARTIN DAVIS, Samuel Goldwyn assistant ad-publicity director, have become engaged.

•

CHARLTON HESTON and his wife; BERYL IVES and WILLIAM PIZOR, vice-president of Lippert Productions, will fly to London from here Sunday via BOAC.

•

ALLEN M. WIDEM, motion picture editor of the Hartford *Times,* will fly to Los Angeles Sunday for a week's stay.

•

SIR PHILIP WARTER, chairman of Associated British Pictures Corp., Ltd., will leave here today for England aboard the *S. S. Queen Mary.*

•

ARTHUR MANSON of the HAROLD SALEMSON office, will leave here today for Philadelphia.

•

MICHAEL HYAMS, vice-president of Globe Films, left here by plane yesterday for London.

•

BERT ORDE of *Redbook* magazine, returned here yesterday from the Coast.

Hugh Herbert, 66, Dies on the Coast

HOLLYWOOD, March 13. — Hugh Herbert, film comedian of "Woo-Woo" fame, died of a heart ailment last night at his home here at the age of 66. As an actor with Warner Brothers he appeared in 40 pictures between 1933 and 1938.

Among his later pictures were: "Ever Since Eve," "Beauty for Sale," "Kismet," "Men in Her Diary," "One Way to Love," "A Miracle Can Happen," "Beautiful Blonde from Bashful Bend."

Funeral arrangements were held up pending the arrival of his former wife from Texas. A brother also survives.

Devereux Jennings, Pioneer Cameraman

HOLLYWOOD, March 13. — Funeral will be held tomorrow at the Utter-McKinley Mortuary, for Devereux Jennings, 67, pioneer cameraman, who died yesterday following a long illness. The deceased had been cinematographer 42 years, the last 30 at Paramount, where he worked on all DeMille films from "Crusades" to "The Greatest Show on Earth," notably on special effects. A brother, Gordon, also at Paramount, and two sisters survive.

Okay Johnston for Another U. S. Post

Washington, March 13.—The Senate has confirmed Motion Picture Association of America president Eric Johnston as a member of the Mutual Security Agency's public advisory board. This is distinct from and is in addition to his duties as chairman of the International Development Advisory Board.

NEWS in Brief . . .

LONDON, March. 13.—The British Film Producers Association has induced the government to urge the United Kingdom Liaison Mission in Tokyo to seek a more favored position for British films in the Japanese market.

Britain has been allocated licenses for only seven films in the first half of the Japanese quota year commencing April 1. Australia and South Africa were each allocated one license for the period and have transferred them to Britain, making nine in all. For the same period the U. S. is allocated 78.

•

CLEVELAND, March 13.—Twentieth Century-Fox's "Decision Before Dawn" was voted the best picture of January by the Cleveland Movie Critics Circle. Next in order were: "Room for One More," Warner Brothers; "The Browning Version," Universal; "Bonnie Prince Charlie," Snader Productions; "Callaway Went Thataway," M-G-M.

•

Some 90.7 per cent of those polled to determine audience reaction to the number of times-per-week that the March of Time's "History in the Making" series should be shown at the Embassy 46th Street Theatre indicated the series should be presented at least once-a-week, according to Norman Elson, president of Guild Enterprise, owner of the house.

•

ALBANY, N. Y., March 13.—The Assembly passed today, by divided vote, the Roman Booth Projection Bill, to which exhibitor organizations had registered vigorous protest. The Ballot is academic in effect, since Assemblyman Joseph Roman announced on the floor yesterday that the companion Condon measure had been killed in the Senate Committee on Labor and Industry. The Roman bill will not be reported in the Upper House.

Pinanski President Of Sentry Lodge

BOSTON, March 13. — Samuel Pinanski, circuit operator; has been elected president of the Sentry Lodge of B'nai Brith of Brookline. Louis Richmond, of Richmond and Stern Enterprises, was elected vice-president, Henri Schwartzberg film buyer and booker of American Theatres, was elected financial secretary.

Talks Open in U. S. And France On A New Film Agreement

By HENRY KAHN

PARIS, March 11 (By Air Mail).—Talks looking to negotiation of a new Franco-American film agreement will be underway on two fronts by the end of this week. One site is here in Paris where a member of the American Embassy currently is discussing the situation with French Foreign Office, according to M. Louvel, French Minister of Commerce.

In Washington on Friday, officials of the Motion Picture Association of America and the Society of Independent Motion Picture Producers will meet with U. S. State Department officials on the subject.

The French Commerce Minister declared it was too early to outline the direction the talks were taking, but he did say that the new agreement would be very similar to the present pact. The conference had been called for the purpose of outlining a plan to save the French film industry. Louvel said this was no more than a plan at present, that it might come before the French Parliament very soon and that it was likely to be changed and modified there.

He indicated he did not think the crisis was as serious as some quarters tried to make out and he provided some figures. For instance, between 1949 and 1945, some 85 films were released. They cost 3,592,000,000 francs and they earned 3,860,000,000 francs. In 1950-51 some 94 films were released. They cost 3,914,000,000 francs and earned 4,533,000,000. The official rate of exchange is 350 francs to the American dollar. The Minister pointed out that the industry was not losing money even if it was not earning any. Films, he said, are producing sufficient revenue to pay for themselves and to pay the interest on loans.

Backlogs too are mounting. In 1948 there were 88 films awaiting release. Today, there are 128. He blamed "slight over-production" as the cause of the crisis.

Martin, Lewis Hub Gross Near $90,000

Dean Martin and Jerry Lewis grossed approximately $90,000 in their one week in-person engagement at the Metropolitan, ending Wednesday night, Martin J. Mullin, president of New England Theatres, Inc., informed MOTION PICTURE DAILY over the telephone from Boston yesterday. He described this as the "biggest gross that ever hit Boston."

Saturation Booking For Para.'s 'Aaron'

A saturation booking campaign has been set in the Midwest for Paramount's "Aaron Slick from Punkin Crick," following the world premiere of the color by Technicolor musical in Indianapolis on March 21. More than 75 dates within a week have already been scheduled in Indianapolis, Milwaukee, Minneapolis, Chicago, Des Moines and Omaha.

U. K. Theatres Fear Austerity Effects

London, March 13. — Relieved for the time being of their fears that the new government's budget might call for an increased entertainment tax, British showmen now are assaying the possible effects of other phases of the new fiscal measures on theatre attetndance.

Many industry officials point out that added restrictions are designed to lessen the spending money available to the public for luxuries and that, while their full effect may not be felt for some time, they are almost certain to hit theatre attendance eventually.

U.K. Industry Bids For TV Channels

LONDON, March 13.—The development of television here will be restricted if the government protects the BBC's public service from all possible competition, the British film industry's memorandum to the government urging authorization of theatre television transmissions, asserts.

The memorandum, made public recently, is signed by the presidents of the production, distribution and exhibition trade associations, but was prepared by Sir Henry French, director-general of the British Film Producers Association.

Contending that BBC should be limited primarily to home television activities, and that the industry should be granted its own exclusive channels, the memorandum asserts that to deny the latter would be like denying radar to ships and aircraft not owned by the government.

It points out that theatre television transmissions would not interfere with the use of wave lengths needed for home TV and sets forth the exclusive features which the industry could produce for theatre television audiences.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

WALT DISNEY'S
SNOW WHITE
and the SEVEN DWARFS
Color by Technicolor
CRITERION BROADWAY AND 45TH STREET

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann. Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, 'Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Skouras Joins in Tribute to Terry

Spyros P. Skouras, 20th Century-Fox president, and several others, paid tribute to Paul Terry, head of Terrytoons Studios, at a testimonial luncheon held here yesterday at the Society of Illustrators headquarters.

Skouras, commenting on the occasion of Terry's 1,000th release, expressed confidence that the long association between 20th-Fox, which has handled the distribution of Terrytoons for the past 20 years, would continue many more years.

The 20th-Fox executives attending included: Murray, Arthur and Emanuel Silverstone, Charles Einfeld, W. J. Eadie, W. C. Gehring, Leslie F. Whelan, Peter Levathes, Roger Ferri, Morris Caplan, Alvin Silverback and Abe Dickstein.

L. A. Orpheum Files Amended Complaint

Los Angeles, March 13.—Metropolitan Theatres has filed an amended complaint in Federal Court here in its year-old anti-trust damage action against five major distribution companies involving its Orpheum Theatre.

The suit was filed when the Orpheum was closed last March, allegedly for inability to obtain product. It asked injunctive relief to make films available to the theatre. Recently, the Orpheum reopened after obtaining product. The amendment to the suit asks treble damages of $360,000 for alleged losses during the period it was closed, and Columbia and Universal have been added as defendants.

NPA Cites the Film Industry for Cooperation in Salvaging Copper

Washington, March 13.—All branches of the film industry are showing "splendid cooperation" in the Government's copper drippings salvage program, National Production Authority film chief Nathan D. Golden said here today.

National Carbon Co., he reported, is including a salvage slogan in all of its advertising on projector carbons, and is also putting a "stuffer" with a slogan in each box of carbons sold, to put a constant reminder before projectionists. Pledge cards from 155 RCA Service Co. field engineers also promise to bring the program to the attention of operators, and similar promises are in from Altec Service Corp., Golden said. He also praised film delivery associations, trade papers, and the various Variety clubs for carrying out the program.

'Jack and Beanstalk' Premiere on April 5

The world premiere of "Jack and the Beanstalk," Abbott and Costello's new Exclusive Productions picture, in Supercine Color for Warner Brothers, will take place at the Fabian Theatre in Paterson, N. J., Lou Costello's home town, on Saturday evening, April 5, with the net proceeds going to the Emergency Athletic Fund operated by the Old Timers Club of Paterson for the youth of that city. Bud Abbott and Costello will make personal appearances at the theatre as the highlight of the premiere activities.

"Jack and the Beanstalk" is the 29th picture Abbott and Costello have made together, their first for Warner Brothers and their first motion picture in color.

The need for copper scrap is urgent.
SAVE THOSE COPPER DRIPPINGS

New Firm Takes Over Chicago's Palace

Chicago, March 13.—The Palace Theatre, which was vacated by RKO Theatres the day before yesterday, will be operated by the Palace Theatre Holding Corp. effective immediately. Rollin Stonebrook, manager of the North Center Theatre for Arthur Wirtz, will act as general manager of the Palace, indicating the probability that Wirtz is one of the members along with Otto K. Eitel (owner of the Palace Theatre Building, which also houses the Bismarck Hotel).

Towne Decision Request

Chicago, March 13. — The major film companies today entered a cross complaint before Judge Barnes in Federal District Court here asking for more details on the Towne Theatre decision which set definite limits for first runs in Milwaukee.

Critics Pick 'Vadis' And 'Streetcar'

Metro-Goldwyn-Mayer's "Quo Vadis" last night was named the best motion picture of 1951 by the Foreign Language Press Film Critics' Circle. The award was made during a broadcast on New York City's municipal station, WNYC. Guest speaker during the presentation was Frank S. Hogan, district attorney of New York County. W. Borzecki, president of the Circle, announced the award and M. L. Simons of M-G-M accepted for the company.

"A Streetcar Named Desire," announced as a close contender for the best film award, was named "distinctive in many phases of production," receiving awards for best producer, to Charles Feldman; beest actress, Vivien Leigh; best director, Elia Kazan; and best screen play, by Tennessee Williams. The Warner awards were accepted by Albert Howson, scenario editor. Kirk Douglas, star of "Detective Story," was named best actor of 1951.

Drive-ins Discuss Institutional Ads

Albany, N. Y., March 13.—An institutional advertising campaign, insurance and legislation were the three subjects discussed at a special meeting for drive-in owners and operators, held today in the Albany Theatre Owners of America offices. It was decided to abandon the plan of using 24-sheets, cooperatively, and to proceed with the purchase of jumbo window cards.

PARAMOUNT TRADE SHOWS
Friday, March 21, 1952
• • •
Leo McCarey's
"My Son John"
Starring
HELEN HAYES · VAN HEFLIN
ROBERT WALKER · DEAN JAGGER
Screenplay by
MYLES CONNOLLY and LEO McCAREY
Adaptation by JOHN LEE MAHIN
Produced and Directed by
LEO McCAREY

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 400 North Preston Street	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1 P.M.
JACKSONVILLE	FLORIDA STATE THEA. SCREENING ROOM, Florida Thea. Bldg.	8 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	2:30 P.M.

Compo Heads

(*Continued from page* 1)

announcement could be expected "early next week." The visitors to Skouras' office here were Arthur L. Mayer, retiring COMPO executive vice-president; Robert W. Coyne, special counsel, and Charles E. McCarthy, information director.

A possibility that further talks with Skouras, perhaps with company presidents participating, might lead him to accept was seen in the COMPO executives' characterization of the Wednesday meeting as "satisfactory." However, this could mean also that the 20th Century-Fox president, who has been said to be reluctant to accept because of the pressure of company business, had asked for more time to consider.

It is understood, meanwhile, that should Skouras decline with finality, Robert J. (Bob) O'Donnell, head of the Interstate Circuit of Texas who has been active in COMPO in official capacities, has agreed to take the COMPO presidency for at least an interim period. O'Donnell, who is due to return on or about April 5 from a vacation abroad, was said to have indicated he would take the post only after every means to win Skouras' acceptance had been exhausted.

Progress Confabs

(*Continued from page* 1)

Youngstein will spend at least two days in each situation in order to explore all phases of branch operation.

In announcing the meetings, which will begin just one year since the acquisition of management control of the company by Arthur B. Krim and his associates, Heineman stated, "In our view, a series of meetings such as these which permit us to sit down with all of our personnel, to hear their problems and plans provides us with an opportunity to further improve our sales organization and bring it to the very peak of operating capacity. We will discuss all phases of each branch operation in detail and get to know in specific terms what the branches need of us. In turn, these meetings will provide us with the opportunity of bringing the total picture of our company's program to each person in our organization so that all of us can work with full knowledge toward the same objectives. Bringing the whole UA story before our organization — the high quality of our forthcoming releases will be of inestimable value to all concerned."

Heineman also revealed that a tentative release schedule for the balance of the year will be developed.

The meeting in Boston will take place on Monday and Tuesday and will be followed by a meeting in Buffalo on Wednesday and Thursday and by one in Toronto next Friday and Saturday.

Nat Nathanson, Eastern sales manager, will attend the three meetings.

Report on YWCA Drive

The Business Men's Committee for the New York YWCA fund-raising campaign reports that the motion picture division delivered the greatest number of individual contributors during its drive. Ned E. Depinet, president of RKO Pictures, heads the Committee and was assisted in the drive by Leon J. Bamberger, RKO sales promotion head.

Review

"The Sniper"

(*Kramer-Columbia*)

THE PSYCHOPATHIC KILLER is on the loose again, this time using a carbine with telescopic lens and silencer to do away with a group of women—they're all brunettes—and in the process spreading panic throughout the city where the story is told. It looks like San Francisco, but it's never named and never matters.

The mentally ill murderer is personable Arthur Franz whose difficulty presumably traces to childhood and either lack of mother love or downright mistreatment and neglect. The deep-rooted seat of the trouble is suggested, but never clearly defined. At any rate, he finds himself embarking on a series of eliminations of women he scarcely knows or does not know at all under the stresses of an urge against which he fails to cope successfully although at scattered moments he tries.

He becomes known as "The Sniper" as the killings accelerate in number and the terror of the community grows. It becomes the job of Adolphe Menjou, Frank Faylen and the entire police department to halt the bloody bath, which they do in due time. But presented as the core of the attraction is the question of where the fault resides. Is it the mentally-twisted killer who should bear the guilt or is it society at large for failing to eliminate or alleviate the conditions which make such a killer possible? Richard Kiley, as the police psychiatrist, poses the issue which is left for the audience to decide as the dragnet finally closes.

There is considerable suspense in "The Sniper." Treatment by Edna and Edward Anhalt who wrote the story and also served as associate producers, emphasizes the documentary approach which director Edward Dmytryk faithfully pursued. Despite its sociological overtones, the attraction will stack up for the general run of audiences as a melodramatic thriller that should grip them.

Franz fails to get substantially into his characterization so that little of tortured uncertainties which are supposed to be his breaks through. Menjou is on competent and sure ground as the chief police officer. Other supporting players are believable. Harry Brown wrote the screenplay.

Running time, 87 minutes. General audience classification. Release date, May, 1952.

RED KANN

Okays Construction

(*Continued from page* 1)

commercial building in the first quarter.

One of the approvals was a new $342,000 house for Fox Greater Theatres, Inc., in Denver. NPA approval of this project was reported by *Motion Picture Daily* some weeks ago, although not officially announced at the time. It was okayed on the representation that Fox had all necessary materials on hand and would require no government allotment. Approved on the same ground was a new $54,110 drive-in for East Texas Theatres, Inc., in Houston.

A third project, a $24,100 drive-in for Harry E. Wessinger of Lexington, S. C., was approved as using less than the maximum permissible amounts of steel and copper. The other three approvals got NPA allotments of steel, copper and aluminum. They were: a $33,687 remodeling job in a theatre owned by Kenneth Richardson, Seneca, S. C.; a $119,000 theatre for D. M. Peterson, Pierre, S. D., and a $47,500 theatre for Intermountain Theatre Supply Co., Elko, Nev.

The two denials came on a $19,300 drive-in proposed by John Shade, Tower City, Pa., and a $27,900 drive-in proposed by Washington Theatres Co., Marietta, Ohio.

In earlier actions on applications for building in the first quarter, NPA had denied 17 theatre projects and approved 24.

Bernard Gets 'Usher'

Distribution rights to "The Fall of the House of Usher," independently produced British picture, have been acquired by Barry Bernard who has just returned here after six months in England and France. Releasing arrangements for several other pictures acquired by Bernard will be set shortly. Bernard was formerly associated with Rosener Theatres, West Coast circuit.

Asks Aids to Film

(*Continued from page* 1)

figures," Kirsch said, "show a drop of over 50 per cent in motion picture theatre receipts, comparing January, 1952, to January, 1949, the collections for the two periods being $60,321 and $146,632, respectively.

Asks Concerted Effort

"In view of this," Kirsch said, "we feel it is high time for producers and distributors to make a concerted effort to stimulate business in Chicago through world premieres, personal appearances of important screen personalities and intensified advertising and publicity campaigns on their pictures, so that we will be able to keep our remaining theatres open."

Kirsch was reelected president of Illinois Allied for another three-year term at the annual meeting Wednesday.

Set 'Vadis' Brooklyn Build-up Promotion

M-G-M's color in Technicolor "Quo Vadis" will have a Brooklyn premiere on Wednesday at Loew's Metropolitan. The theatre will open at 10 A.M., with special ceremonies being set for the evening performance at eight.

Brooklyn college and high school girls will act as hostesses at the evening performance. At noon and again at eight a group of young men in the original "Praetorian guards" costumes from the picture will be seen atop the theatre marquee. Borough president John Cashmore has issued a proclamation citing the premiere.

UA Account to Keith

The Maxine Keith Agency has been assigned to handle radio and television promotion of all United Artists pictures, it was announced by Francis M. Winikus, UA national director of advertising-publicity. The agency is headed by Maxine Keith.

'Pinky' Appeal

(*Continued from page* 1)

to have the highest court in the land rule on the constitutionality of motion picture censorship."

Graves' approval of the appeal came after reconsideration of his earlier decision not to sign. Now it will not be necessary for Gelling's attorney to get a Supreme Court justice to sign the appeal papers.

The appeal was filed by Gelling's attorney, Robert H. Park of Beaumont, Texas. Associated with Park in the appeal are Herbert Wechsler, professor of law of Columbia University, and Philip J. O'Brien, Jr., of the legal staff of the MPAA.

The appeal brands as outmoded and no longer applicable the Supreme Court's 37-year-old decision in the "Mutual Film" case wherein the motion picture, likened to a "circus" or a "spectacle," was held to be excluded from the communication media entitled to Constitutional protection.

The Texas Court of Criminal Appeals relied on the "Mutual Film" decision in upholding Gelling's conviction.

The appeal calls upon the Supreme Court to reverse the Mutual decision because whatever validity the decision may have had in 1915 it "has been undermined by supervening changes of both law and fact."

These changes, the appeal states, "call emphatically for examination and correction by the Supreme Court," so the motion picture will be given the Constitutional protection now afforded the press.

Said Johnston: "Every one of us has a stake in the outcome of the 'Pinky' case. We know it's a basic and abiding truth that no one medium of expression can have its freedom chipped away without endangering all others.

"We know further that the freedom-of-speech safeguards of every individual are jeopardized when the freedom of any medium of expression is encroached upon.

"I am hopeful therefore that out of the 'Pinky' case can come a clear-cut decision by the Supreme Court which will rout out film censorship wherever it exists and which will establish for all time the principle of freedom of the screen as a Constitutional right —sacred along with freedom of speech and freedom of the press."

82 Aides to Attend 'Vadis' Rome Meet

Some 82 managers, sales and publicity heads will converge on Rome from 37 countries for the Loew's International Corp. "Quo Vadis" conference which will get underway there on March 23. Arthur M. Loew, president, and Morton A. Spring, first vice-president, will head the New York contingent.

Two lion cubs, named Quo and Vadis, have been secured from the Audubon Zoo in New Orleans for the conference.

$2,550 Gross for 'Fury'

NEW ORLEANS, March 13.—Universal-International's "Flesh and Fury," starring Tony Curtis and Jan Sterling which had its world premiere at the RKO Orpheum theatre here yesterday, opened to $2,550, said to be the best gross of any U-I picture to play the house since "Winchester '73" in July, 1950.

Divestiture

(*Continued from page* 1)

to time negotiations have been carried on looking toward the purchase by Metropolitan Playhouses of RKO Theatres' 20 per cent ownership of Metropolitan's Class A stock, now trusteed to attorney George W. Alger. These talks, however, have been indecisive.

The divestiture of the Metropolitan Playhouses interest, plus the disposition of a trusteed one-third interest in Gifts Theatres, Cincinnati, are the only outstanding terms of the RKO consent decree divestiture still to be met.

First of the Majors

Other terms of the decree, the first of the majors, which was filed on Nov. 8, 1948, called for either purchase or disposal of 22 theatres and the disposition of minority interests affecting about 263 theatres. Of the theatres which RKO was given a choice, the company chose to wholly acquire 16 and sell six. With another six theatres sold, not mentioned in the decree, the theatre company was left with its present 92 theatres, compared to the 103 it operated at the time of the decree.

Regarding the disposition of RKO Theatres' minority interest in Metropolitan Playhouses, which consists of about 120 theatres, the court set a two-and-a-half year deadline for the trustee to dispose of the interest, in a court order dated May 18, 1950.

RKO Theatres' minority interests, mainly in the W. S. Butterfield circuit, has been sold.

Divorcement of the old RKO parent company into two separate production-distribution and exhibition firms came Dec. 31, 1950, due to the various extensions obtained, pushing back the initial one-year deadline.

M-G-M to Key

(*Continued from page* 1)

six recently-appointed special field promotion representatives.

Dietz forecast that the 1952 campaign would be one of the biggest conducted by the company, emphasizing the planned individual handling of each picture on both national and local levels, depending upon box-office potential established by pre-release engagements.

Schary Opens Session

Dore Schary, vice-president in charge of production, opened the session with a welcome to Emery Austin, Southern division; Arthur Canton, Eastern division; E. B. Coleman, Southwestern; E. C. Pearson, Central; Ivan Fuldauer, Midwestern, and Ted Galanter, Western division.

Attending, in addition to Schary and Dietz, were E. J. Mannix, Ben Thau, J. J. Cohn, Lawrence Weingarten, Charles Schnee and L. K. Sidney, executives, and company producers, as well as Dan Terrell, head of exploitation.

Dietz pointed out that M-G-M has long recognized the fact that individual campaigns in key situations were a necessary climax to over-all international campaigns which start even before a picture goes into production.

Dietz and Terrell announced plans whereby field division representatives will return to Culver City at regular intervals to see new product and to discuss sales angles with executives, producers and directors.

UPT TV Plans Await FCC

(*Continued from page* 1)

ahead with 14 additional theatre TV installations now planned and would continue to experiment with any theatre TV events that come along. Questioned by UPT counsel Duke Patrick as to long-range UPT theatre television policy, however, Goldenson cited the forthcoming hearings on theatre TV frequencies, and said that "until such a determination is made, I don't see how any policy can be arrived at."

The UPT president said his firm would equip theatres in Buffalo, Omaha, Salt Lake City and San Francisco with four theatre TV installations which it has on hand, and in addition, 10 other theatres would be equipped with installations now on order. Beyond that, however, he said, UPT "has no intention" of committing itself to any more theatre TV equipment "until we know what the rule-making determination will be."

No Plans to Produce

UPT has no plans to produce any programs, he said, but it is "prepared to experiment" with any event if its "local people" want it.

Goldenson made the statements during testimony at the FCC's catch-all Paramount hearing. Earlier, UPT secretary-treasurer Robert H. O'Brien told hearing examiner Leo Resnick that UPT's theatre TV program had been for the purpose of experimentation and testing and that the company had expected a financial loss on the program. He added he felt the losses on UPT's theatre TV operations didn't indicate one way or the other whether theatre TV has been a failure or success.

Goldenson told FCC counsel Frederick Ford that UPT would not apply for theatre television frequencies should the Commission decide to give frequencies to persons other than common carriers. He did not elaborate on this answer.

If one of his theatres and one of his television stations could afford to compete for a picture, Goldenson said, he would tell the theatre to bid as much as it felt it could and still make a profit and "I would tell the same thing to the television station." He added that "at this time and in the reasonable future" he didn't think a television station could compete with a theatre, but that in five or six years "there will be competition on both sides and competition will answer the problem."

In his opinion, Goldenson said, one answer to the problem of whether to put a picture in a theatre or on television would be that pictures would be specifically for one or the other media. Pictures for theatre exhibition would be tailored to a "disciplined audience," would be made for a large screen and would take the time to develop a "background of a certain type." Pictures for home television sets would be shorter, he explained, and attuned to the interferences that cut into home viewing.

He also said he didn't envision any time in the future when the entire program in a theatre would be televised.

O'Brien, who was questioned at length on the financial results of UPT's theatre television activity, said he didn't think the figures proved much one way or the other except as to the drawing power of individual events.

"Only the unusual events have drawing power," he declared. "When we went into the theatre television program, we realized we were going to suffer losses," he continued. "They weren't surprising to us, but we didn't do it for that purpose. We did it for the purpose of experimenting and testing."

O'Brien pointed out that the theatre TV statistics which UPT had introduced into the record showed a net loss, but said, "we haven't inferred from that that it is necessarily an enterprise through which we would continue to lose. "He didn't know what UPT's future activities would be in the theatre television field, he explanied, but "to me it has been exploration, experimentation, testing, to find out what it is. I don't predict that it will be a failure and I don't say that it has been a failure. But I don't think it has been proved a success."

Sullivan on TV Tomorrow

Gael Sullivan, executive director of the Theatre Owners of America, will be joined by the comedy team of Martin and Lewis on television tomorrow afternoon in an appeal to the public for $500,000 in contributions to support the New York Cardiac Hospital and Home. The telecast will emanate from station WNBT, New York. Sullivan, chairman of the drive for funds, arranged for the Martin and Lewis appearance while he was on the Coast in January.

QP Awards

(*Continued from page* 1)

Brooks. The judging took place at Toots Shor's Restaurant here this week. It was followed by a luncheon at which Martin Quigley said it was evident that the industry was facing a bright and possibly a golden future, and that the extent of the potential prosperity it might enjoy was limited only by the extent to which industry public relations were improved.

Russell Downing, president of Radio City Music Hall, the principal speaker at the luncheon, told Quigley that, "By creating additional incentive through these Awards, you have made a great and continuing contribution to the motion picture theatre."

The awards to Harrison and Grossman were bronze plaques on which the citations were inscribed. Grossman's covered the category of theatres termed "major situations," wherein the managers have the assistance of a circuit or home office staff in promoting product. Harrison's Award was for smaller situations where the managers are frequently on their own in promoting showmanship.

Jane Froman Luncheon

A testimonial luncheon will be given Jane Froman by the board of directors of U.S.O. Camp Shows at the Waldorf Astoria here on March 24. Miss Froman will be presented with a citation as a tribute for her work for the Armed Forces. Miss Froman's film story, "With A Song in My Heart," will be released shortly by 20th Century-Fox.

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The Marrying Kind
!

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But re-creating it so that the color camera will see it and the sound camera hear it as the eye saw it and the ear heard it 50 years ago is quite another story.

It is in reducing problems of this character that the Eastman Technical Service is of great service. Their representatives collaborate with studio technicians; they scrutinize the scenery, establish light and color balances; they help select type of film, color or black-and-white, best to use. Special laboratory procedures, too, may be worked out to ensure precise processing—all to make sure that every foot of film produces best results.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

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EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue, New York 17, N. Y.

Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 52 NEW YORK, U. S. A., MONDAY, MARCH 17, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

U. S. TREASURY opposition to elimination or reduction of the 20 per cent Federal admissions tax, reported in MOTION PICTURE DAILY from Washington last week, should not deter the Council of Motion Picture Organizations from careful study of the advisability of waging a campaign against the tax.

The Treasury's opposition was to be expected. In view of recent administration calls for further increases in Federal taxes, it would not have been surprising had the Treasury's report to the House Ways and Means Committee urged higher Federal admissions taxes.

Fortunately, it might be said in at least this instance, it is Congress, not the Treasury, which determines tax legislation. The Treasury's role is advisory. Theoretically, at least, the taxpayers' welfare and ability to pay, receive as much consideration from the Congress in the formulation of tax legislation as do the Treasury's opinions and wishes. Should it be deemed advisable to wage a COMPO campaign for elimination or reduction of the amusement tax, it would be adressed to members of Congress, to acquaint them with the debilitating effects on this industry of a tax incidence so burdensome as to demonstrably depreciate theatre attendance. In so doing, by the Treasury's own statement, Federal revenue from the admission tax has been reduced by $60,000,000 on the basis of comparison of the 1951 fiscal year with the 1947 fiscal year.

• •

The District of Columbia department of the American Legion is considering asking the next national Legion convention to order nationwide picketing of films that have "known Communist Party members and fellow travelers associated with them."

The industry is confident that should the Legion accept such a proposal its pickets are unlikely to have much work to do. Moreover, it is to be hoped that the Legion, to be consistent, would also urge its members nationwide to support all other pictures, and, in particular, those which depict faithfully true American ideas and ideals, or which reveal Communism for what it is. In this regard, we earnestly recommend to the Legion's attention (and the House Un-American Activities Committee, too) Paramount's "My Son John."

Allied Summary on Trade Practices Is Due Tomorrow

A compendium of trade practices based upon investigations and attempts at corrections conducted by Allied States Association's film committee during the past year is due to be released tomorrow to the trade press here by Wilbur Snaper, Allied president.

The summary has been prepared by Snaper, who has acted as the committee's coordinator in New York. It is understood to contain particular underscoring of the exhibitor organization's achievements in dealing with distributors.

Snaper has taken on many additional functions and duties in behalf of national Allied since he became its president last fall, and as a result is expected to relinquish the presidency of New Jersey Allied, which he has held for nearly two years. He has indicated that he will need as much time as he can find to devote to national Allied affairs. It will be several months before the next New Jersey Allied election, and at that time Snaper will not be a candidate for reelection, it is understood.

Italy's Industry in Top Shape: DeSica

Financially and otherwise the Italian film industry at present is in "very good" condition—better than it ever has been—according to Vittorio De Sica, Italian producer-director. He made this observation here at the weekend following his arrival from Rome for consultation with Howard Hughes on the latter's proposals for a co-production deal with RKO Pictures.

DeSica, whose "Tomorrow Is Too Late" will open Easter Week at Loew's State here, today will receive belatedly the New York Film Critics'

(Continued on page 3)

Oboler's 'Lions' 1st In 3-Dimensions

The first three-dimensional feature for theatrical exhibition using the Gunzburg Natural Vision process will be "Lions of Golu," an Ansco color production, independent producer Arch Oboler disclosed here at the weekend.

Oboler, who is here to select a cast for the film and to select a distributor, also disclosed plans for a second three-dimensional film, "Spear in the

(Continued on page 3)

Says Subscriber TV Is 'Unworkable'

Washington, March 16.—Subscriber television is "unworkable," United Paramount Theatres president Leonard H. Goldenson believes. Goldenson told the FCC that he didn't think people would stay at home to see on television a "less desirable" picture than they could see in a movie theatre. He stressed the "interferences" in a home which would cut into enjoyment of the picture, and pointed out that the "gadget" could be "unraveled" and the picture could be seen free.

Besides, he said, "I don't think women are going to pay to stay at home" for Phonevision or any other pay-as-you-see television. "They want to go out and show their hats off."

Urge State Dep't Meet With French Again

WASHINGTON, March 16.—The motion picture companies want the State Department again to carry on film pact negotiations with the French government, the Department was told by industry leaders Friday.

Top officials of the Motion Picture Association and Society of Independent Motion Picture Producers met

(Continued on page 3)

Definite Change in Color TV Ban Seen

WASHINGTON, March 16. — The Government's color television ban will definitely be "either revoked or relaxed," a top National Production Authority official said here at the weekend.

He indicated that either way, color for theatre television would probably

(Continued on page 3)

'Movietime' Tour Bows in Okla. City

OKLAHOMA CITY, March 16.—The first of a new series of "Movietime U.S.A." tours scheduled for this spring by the Council of Motion Picture Organizations began here at the weekend with the arrival of nine Hollywood personalities.

They will spend the week visiting as many cities and towns in the Oklahoma City exchange territory as pos-

(Continued on page 3)

Goldenson Sees Theatre TV As 'Incidental'

Finds Real Possibilities In Non-theatrical Field

WASHINGTON, March 16.—The real possibilities for theatre television are in non-theatrical events shown in a theatre's off-hours, United Paramount Theatres president Leonard H. Goldenson declared.

"Theatre television is only incidental to the theatre program," Goldenson told the Federal Communications Commission's Paramount hearing Friday. "I regard the real possibilities of theatre television in the non-entertainment, non-theatrical field in the off hours of the theatre."

The conclusion of Goldenson's testimony marked the end of the eighth week of the hearing. On Monday it will go into the question of the proposed merger between UPT and the American Broadcasting Co., with either ABC president Robert Kint-

(Continued on page 3)

To Act on Old Plans If Merger Is Out

WASHINGTON, March 16.—If the proposed merger between United Paramount Theatres and the American Broadcasting Co. does not go through, UPT will pursue its former applications for television stations in Boston, Detroit, Des Moines and Tampa, UPT president Leonard H. Goldenson said. If the merger goes go through, the combined company would already have the maximum allowed one owner by the FCC.

6 Legislatures Close, No Damage to Films

Washington, March 16.—Six state legislatures have now adjourned this year, with no damage to the film industry in any, according to Jack Bryson, legislative representative of the Motion Picture Association of America. Ten legislatures are still in session or still to meet. Three legislatures to quit recently were in Maryland, Virginia and South Carolina.

Personal Mention

NORMAN KRASNA and his wife arrived here from Hollywood on Friday.

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Sam Diamond, 20th Century-Fox's Philadelphia branch manager, will make the welcoming address at the convention of the American Academy of General Practice in Atlantic City on March 24.

•

Jack Frye, chairman of the board and president of General Aniline & Film Corp., has accepted the chairmanship of the chemical section of the 1952 Heart Fund drive.

•

Roy Disney, president of Walt Disney Productions, and Leo Samuels, sales representative, were in Washington over the weekend from New York.

•

Gael Sullivan, executive director of the Theatre Owners of America, on April 15 will discuss the film industry in an address before the Scranton, Pa., Chamber of Commerce.

•

H. Alexander MacDonald, vice-president of Dougfair Corp., has left here for London and Paris. Douglas Fairbanks, Jr. is expected to follow in two weeks.

•

Charles Schlaifer, advertising agency head, is in French Hospital here and is expected to be absent from his desk for the next two weeks.

•

Hugh Owen, Paramount's Eastern-Southern division manager, returned here over the weekend from Atlanta and New Orleans.

•

Berry Greenberg, Warner International home office sales representative, has returned here from Australia and New Zealand.

•

Fred C. Matthews, sales manager of the Motiograph Co., of Chicago, was in Louisville en route home from a vacation in the South.

•

Mort Nathanson, Eastern publicity-advertising director for Horizon Films, is in Boston from New York.

•

Lou Friedman, 20th Century-Fox Coast fan magazine contact, arrived in New York over the weekend.

•

Edwin J. Smith, assistant secretary-treasurer of RKO Radio, left here over the weekend for Mexico.

•

Louis Weinberg, Columbia circuit sales executive, left here yesterday to visit Midwestern exchanges.

•

Alice Ginsberg of the Theatre Owners of America office staff here, is vacationing in Bermuda.

•

Jonas Rosenfield, Italian Film Export's public relations chief, will leave here March 29 for Rome.

•

David E. Rose, producer, will arrive here from Hollywood today en route to London.

Says Drive-ins Cause Drop in Theatres

St. Louis, March 16.—City license records indicate that there are 18 fewer theatres here this year than in 1950 and Tom L. Bloomer, president of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, says drive-ins have something to do with it.

He admits television has hurt business, but points out that "it has hurt all phases of entertainment." He states, "In my opinion increasing drive-in attendance, plus a shift to the country, is the main reason for the decrease in the city." There are 72 theatres licensed here now; there were 90 in 1950.

'Early-Late Show' Drive Is Underway

Hartford, Conn., March 16.—A concerted drive to reawaken newspaper readership interest in motion picture attendance is underway in Metropolitan Hartford, with every theatre participating in an "Early-Late Show Plan," designed to shift the screening of the main feature from the present hours of 9:00 to 9:30 P.M. to 8:00 to 8:30.

All Hartford area theatres are participating with newspaper co-operative advertising, trailers, street ballyhoos and extensive newspaper editorial and publicity efforts to get votes submitted by film-goers stating their preference. Ballots are being printed in the local dailies.

Name Olsen Para. Denver Manager

The appointment of Clarence Olsen as Paramount's Denver branch manager, succeeding Ward Pennington, who resigned, has been announced by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Olsen formerly was manager of United Artists' exchanges in Denver and San Francisco and previously managed Warner's Milwaukee and Omaha branches.

Funeral Services For Gumbiner, 72

Hollywood, March 16. — Funeral services were held Friday for H. L. Gumbiner, 72, pioneer Chicago exhibitor, who died Wednesday night. He is survived by a son, daughter, and two grandchildren.

Sixth K-B House Opens

Washington, March 16. — K-B Theatres has opened its sixth house, the Langley in Langley Park, Md. The new 987-seat theatre includes a nursery, party room, parcel checking service and other features. Parking space for 750 cars is directly in front.

NEWS in Brief . . .

Hollywood, March 16. — Federal Judge Ben Harrison has terminated testimony in Gene Autry's suit against Republic seeking to prevent the latter from releasing old Autry pictures to TV, with instructions to attorneys for both sides to file briefs within 30 days.

The suit closely parallels the recent Roy Rogers case which was decided in Rogers' favor. That decision has been appealed by Republic.

•

Mexico City, March 16.—The National Exhibitors Association closed all theatres here in a one-day demonstration over the arrest of its treasurer, Manuel Espinosa Iglesias, treatre circuit operation.

Iglesias was arrested and released on bail on complaint of the National Song Writers Union that he has not paid royalties on music of its members used in Mexican pictures playing the Cines Chapultepec and Orfeon, local first-runs which he owns.

This is the first time the union has attacked exhibitors on this matter, although it is negotiating with producers for music royalty payments.

•

Toronto, March 16.—Seven features have been graded adult entertainment by the Ontario Board of Censors, as follows: "This Woman Is Dangerous," "Storm Bound," "Outcast of the Islands," "Manon," "Los Olividados," and two re-issues, "Angel on My Shoulder" and "The Hunchback of Notre Dame."

"Rasho-mon," the Japanese picture which is booked for early showing at the Towne Cinema here, is the first in Ontario to be advertised under the new "X" classification which means that no person under 18 years of age will be admitted.

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San Francisco, March 16.—Mervyn Davenport, manager of the St. Francis Theatre here, has been promoted by Jerry Zigmond, United Paramount Theatres district manager, to manager of the Downtown Paramount in Los Angeles when that theatre reverts to UPT at the conclusion of the Fanchon and Marco lease.

H. L. Arnette was also promoted by Zigmond from assistant manager at the Paramount here to manager at the St. Francis.

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Washington, March 16. — The House Appropriations Committee has voted to cut by almost 25 per cent the amount requested by the President to run the Federal Communications Commission during the year starting next July 1.

The budget request was for $8,075,000 and the Committee cut it by $1,996,540, to $6,108,460. Despite the cut in the overall appropriations request, however, the Committee said it wanted the FCC to put more persons to work on processing television applications when the "freeze" is lifted.

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United Paramount Theatres' board of directors has declared a dividend of 50 cents per share on outstanding common stock, payable April 18, to holders of record on March 28.

Newsreel Parade

THE revolt in Cuba and the New Hampshire primaries are currently highlighted. Other items include shorts and human interest features. Complete contents follow:

MOVIETONE NEWS, No. 23—Batista seizes control in Cuba. Eisenhower and Kefauver. Eisenhower in Germany. West Berlin fights smugglers. People in news: Susan Hayward, Margaret Truman. "Aussies" to Korea. Dope haul.

NEWS OF THE DAY, No. 27—Eisenhower and Kefauver win. Cuba takes revolt in stride. Train wreck in Brazil. London: needle in haystack. Christopher Award to "Quo Vadis." Margaret Truman scores. Berlin smuggling.

PARAMOUNT NEWS, No. 60—Newbold Morris vs. Senate probers. Cuba: Batista seizes reins: armed troops patrol streets. Eisenhower and Kefauver win New Hampshire primaries.

TELENEWS DIGEST, No. 11-B—Cuba: Batista returns. Mediterranean NATO teamwork. Korea: UN forces teamwork. New Hampshire: Ike and Estes. New British budget. Dam ends French town. One-man bob-sled.

UNIVERSAL NEWS, No. 543—Eisenhower and Kefauver win in New Hampshire primaries. Cuban revolt. Brazilian train wreck takes heavy toll. Smuggling in Germany. Needle in a haystack. Dam eliminates French town.

WARNER PATHE NEWS, No. 62—Eisenhower and Kefauver sweep New Hampshire primaries. Batista revolt, seizes Cuba. Brazilian train wreck kills 119. Russia's Malik back. Anzacs sail for Korea. Needle in a haystack. Polar bear club.

RKO Sales Heads Touring Exchanges

Walter E. Branson, RKO Radio Western division sales manager; his assistant, Harry Gittleson; Charles Boasberg, North-South division sales manager, and his assistant, Frank J. Mooney began a three-week tour of exchanges over the week-end.

Branson and Gittleson will arrive in Chicago today. They will then visit Milwaukee, Minneapolis, St. Louis, Kansas City, Omaha, Denver, Salt Lake City, Portland, San Francisco and Los Angeles before returning to New York.

Boasberg and Mooney will be in Montreal today and will then visit Toronto, Dallas, Oklahoma, Memphis, New Orleans, Atlanta and Charlotte.

A. A. Schubart, branch operations manager, is currently touring RKO exchanges. He is in Los Angeles today and then goes to Dallas and St. Louis.

20th Wins Delay in Iowa Situation

An extension to June 7, 1952 for the dissolution of 20th Century-Fox's joint interest in the Strand Theatre, Council Bluffs, Ia., was granted here by Federal Judge Sam H. Kaufman. The extension was agreed upon by the Department of Justice and 20th-Fox attorneys.

$3,100 for 'Steel'

Detroit, March 16.—Universal-International's "Steel Town" opened to a big $3,100 here at the Palms Theatre, despite a snowstorm.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Italian Films

(Continued from page 1)

award for the "best foreign production of 1951"—"Miracle in Milan"—at a luncheon at New York's 21 Club. On Friday, the Italian film-maker will be in Chicago to attend a University of Chicago reception. From Chicago he will go to Hollywood to meet with Hughes and others.

Notwithstanding his unwillingness to cut a scene from his "Bicycle Thief" to qualify it for a U. S. Production Code seal, DeSica has no objection to submitting the story which might be agreed upon with Hughes to the Production Code Administration, he said. He expressed his view of the Code by saying that he agreed that producers should not have "freedom to the point of license." He explained the "neo-realist" quality of his pictures as growing out of the demand for truth that pervaded his country following the demise of fascism.

DeSica said he interrupted a heavy production schedule in Italy to accept Hughes' invitation to come here for production talks.

MPAA and Museum of Modern Art Will Honor Vittorio De Sica

Vittorio De Sica, Italian film director, will be the guest of the trustees of the Museum of Modern Art at a reception here tomorrow.

Italian Films Export, in conjunction with the Motion Picture Association of America, will honor De Sica at a reception Wednesday at Hampshire House.

'Movietime' Tours

(Continued from page 1)

sible, making appearances before civic groups, charitable organizations and schools.

Those in the troupe include Harold Shumate, William Lundigan, Chill Wills, Tim Holt, Regis Toomey, Paula Raymond, Laura Elliott, Virginia Hall and Irene Martin. Several of the group are expected to remain for the annual meeting of the Oklahoma Theatre Owners, scheduled for March 24-26.

Color TV Ban

(Continued from page 1)

be okayed. He explained that the delay in announcing a final decision arises from the fact that "no one is pressing us very hard to make up our mind" and "we still aren't too sure how far to go." A decision is unlikely before late this week or early next week, he said.

20th's Pressbook on 'Song' Keys Music

Racking up what is said to be an unprecedented total of 8 pages devoted exclusively to music promotions, the 20th Century-Fox pressbook on "With A Song in My Heart" is on its way to theatremen to set campaigns on the Jane Froman biography.

Teed off with a multi-color cover, the showmanship guide has a complete advertising campaign, the publicity portion contains numerous stories and mats, while the exploitation portion outlines many new promotions and stunt ideas.

Theatre TV for Off-hours

(Continued from page 1)

ner or ABC general counsel Geraldine Zorbaugh as the first merger witness.

List Issues Covered

To date the hearing has covered these issues:

The question of control of Allen B. DuMont Laboratories, Inc., by Paramount Pictures Corp. and the transfer of the DuMont stock to Paramount from the parent company;

The renewal of the license of KTLA, Paramount's Los Angeles television station, and the transfer of the station to Paramount from the parent company;

The renewal of license of WBKB, WKIB and WSMB, UPT's Chicago television station, Chicago FM station and New Orleans AM station, and the transfer of control of these stations to UPT from the parent company.

Goldenson's comments on theatre television came in answer to a question by DuMont attorney Morton Galane, who wanted to know whether the UPT head would put a program on a theatre television screen or on a television broadcast station, if he had to choose a single medium. Goldenson replied that he "would select broadcast television," since theatre television was "only an incident in the life of the theatre business."

"Only a few sports events have interest for theatre television," he continued, "and only unusual events have value." He had told his stockholders, he said, that most events he could see "in the far, foreseeable future" would not have any value for theatre television. He couldn't see "more than five or six events" that would have such value, he said, but didn't explain whether that meant five or six a year or five or six events altogether.

Goldenson told FCC counsel Frederick Ford that television was not affecting the 'A' theatres, but was "kicking" 'B' theatres "off the last rung of the ladder" down which "economic conditions and selectivity" had already kicked them. UPT's 'A' theatres, operating in areas which were "saturated" with TV, he continued, were doing "as well as they ever did," including the high point of 1946. And 'A' pictures, he said, were doing as well if not better than they did in 1946, sometimes "grossing eight to ten million." UPT has divested itself of all but 25 'B' houses, Goldenson said, and has retained its 'A' houses.

Goldenson said that by the time UPT finished theatre divestiture it would have retained less than the 644 theatres allowed by the consent decree.

Nassers File Protest Vs. AFM Revenue Cut

HOLLYWOOD, March 16. — George and James Nasser today filed a brief in U. S. District Court's bankruptcy division here assailing the legality of the American Federation of Musicians' demand for five per cent participation in revenue which the Nassers hope to obtain from selling television rights to four features recently recovered from United Artists.

The brief, submitted by George T. Goggin, the Nassers' counsel, asserts that the Nassers have entered into no deal with AFM for such participation, and that five per cent—plus rescoring charges constitute "exaction sums payable to AFM for which no services are to be performed." AFM had petitioned the court for a restrainer to prevent the Nassers from selling video rights to films without paying the AFM requirement.

Huge Pressbook on DeMille's 'Show'

Paramount has completed a 48-page pressbook for Cecil B. DeMille's "The Greatest Show on Earth."

It contains an entire section devoted to special theatre fronts, and another featuring exploitation, national tieups and display material available to exhibitors. The publicity section contains numerous plantable feature stories and photo layouts, while the remainder of the book highlights complete ad campaigns as well as individual ads for use "in every possible situation." One of the largest budgeted pressbooks ever prepared by Paramount, it is now available to exhibitors through National Screen Service.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

See More Old Films For TV, Reissues

Peerless Film Processing Corporation's "Peer-Run" restoration system for film shrinkage will, in the opinion of its sponsors, headed by Victor Krupa, its inventor, make available for television and film industry revivals many old, shrunken negatives that would have been impracticable or too costly to reproduce satisfactorily. Krupa is vice-president of Peerless.

He states that the process will reduce the amount of shrinkage—which comes from lengthy storage periods—sufficiently to make commercially acceptable prints available from a continuous printer, both 16mm. and 35mm. widths. The treatment is said to be applicable also to duplicating positives and to Kodachrome and other color originals.

Judd Spiegle to Classic

Judd Spiegle has been appointed sales representative for Classic Pictures in the Cleveland area, with supervision over Cincinnati, by Max J. Rosenberg, president of Classic.

Urge D. of State

(Continued from page 1)

with State Department officials in a "highly preliminary" discussion looking toward a new French-American film pact. The present pact expires June 30. Both industry and State Department spokesmen emphasized there was absolutely no decision on any point at Friday's meeting—just "exploration."

It was understood the MPAA and SIMPP officials agreed that since this was the one film agreement which the State Department, rather than the industry itself, has always negotiated, the Department should carry on the negotiations again this year.

The MPAA and SIMPP officials would not discuss what views they had given the Department on terms in the new agreement on import quota remittance restrictions and other points. "If we give our hand away to the French," one said, "we lose our bargaining power."

President Eric A. Johnston and vice-presidents Joyce O'Hara and John McCarthy represented MPAA, while SIMPP was represented by James A. Mulvey, Roy Disney and Leo Samuels. They met with Harold F. Linder, deputy assistant secretary of state for economic affairs; Commerce Department film chief Nathan D. Golden; Colton Hand, and other State Department officials.

Oboler Film

(Continued from page 1)

Sand," in which, he said, Cornel Wilde is interested in starring.

Production on "Lions of Golu" would start on the Coast in mid-May and should be ready for distribution in August. The background footage, all in Ansco color, was filmed by Oboler when he was in Africa four years ago.

While in New York, Oboler and his personal representative, Sid Pink, will set up distribution plans for Oboler's current release, "Twonky," a science-fiction comedy.

Korda Concludes Film Deal With Cinerama

The conclusion of a deal by which Sir Alexander Korda secures rights to produce and exhibit films in the Eastern Hemisphere to be made by the new Cinerama process was disclosed here by the British producer on the eve of his scheduled return to London at the weekend.

The deal was consummated with Thomas - Todd Productions, Inc., headed by Lowell Thomas and Broadway producer Michael Todd, the production, distribution and exhibition organization for Cinerama.

11 hrs.
20 min.
AMERICAN
to LOS ANGELES
THE MERCURY—DC-6 SKYSLEEPER SERVICE
Lv. 12:20 a.m. EST—Ar. 8:40 a.m. PST

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Feb. 3	(Feb. Releases) DEATH OF A SALESMAN Fredric March D—111 min. (Rev. 12/10/51)		LONE STAR Clark Gable Ava Gardner D—94 min. (Rev. 12/20/51)	NIGHT RAIDERS Whip Wilson O—52 min. (5251)		COLORADO SUNDOWN Rex Allen Mary Ellen Kay O—67 min. (5141) (Rev. 2/18/52)	(Feb. Releases) (Re-Releasa) HUNCHBACK OF NOTRE DAME Charles Laughton Maureen O'Hara D—117 min. (266) (Rev. 12/15/39)		(Jack Schwarz) BUFFALO BILL IN TOMAHAWK TERRITORY Clayton Moore O—66 min. (Rev. 2/4/52)		
Feb. 10	THE HAREM GIRL Joan Davis C—70 min. (Rev. 1/18/52)	NAVAJO All Indian cast 70 min. (5104) (Rev. 2/11/52) STRONGHOLD Veronica Lake Zachary Scott D—73 min. (5107)	SHADOW IN THE SKY Ralph Meekor James Whitmore D—78 min. (Rev. 12/18/51)	FORT OSAGE (Color) Rod Camaron O-72 min. (5102) (Rav. 1/18/52)	(Feb. Releases) SAILOR BEWARE Dean Martin Jerry Lewis C—104 min. (5114) (Rev. 11/29/51)		(Re-Release) CAT PEOPLE Simone Simon Kent Smith D—73 min. (267) (Rav. 11/16/42)	(Feb. Releases) DAVID AND BATHSHEBA (Color) Gregory Peck Susan Hayward D—116 min. (Rev. 8/15/51)	(Jean Renoir) THE RIVER (Color) Tom Breen Radha D—99 min. (Rav. 9/7/51)	(Feb. Releases) BEND OF THE RIVER (Color) James Stewart Arthur Kennedy OD—91 min. (212) (Rav. 1/22/52)	THIS WOMAN IS DANGEROUS Joan Crawford Dennis Morgan D—100 min. (114) (Rev. 1/24/52)
Feb. 17	HAWK OF WILD RIVER Charles Starrott Smiley Burnette O—54 min. (Rev. 2/11/52) (Reissue) KONGA, THE WILD STALLION O—65 min.		BELLE OF NEW YORK (Color) Vara Ellen Fred Astaira M—82 min. (Rev. 2/18/52)		FLAMING FEATHER (Color) Sterling Hayden Barbara Rush O—77 min. (5118) (Rev. 12/14/51)		THE LAS VEGAS STORY Jane Russell Victor Mature D—88 min. (217) (Rev. 1/3/52)	PHONE CALL FROM A STRANGER Batta Davis Shalley Winters D—96 min. (Rav. 1/8/52)	(Bogeaus) ONE BIG AFFAIR Evelyn Kayes Dennis O'Keefa C—80 min. (Rev. 2/29/52)	MEET DANNY WILSON Frank Sinatra Shelley Winters CM—88 min. (205) (Rav. 1/11/52)	
Feb. 24	THE FIRST TIME Robert Cummings Barbara Hale CD—89 min. (Rev. 1/28/52)			WACO Wild Bill Elliott O—68 min. (524) (Rev. 2/27/52)			AT SWORD'S POINT (Color) Cornel Wilde Maureen O'Hara D—81 min. (220) (Rev. 1/24/52) (Re-Release) SNOW WHITE AND THE SEVEN DWARFS (Color) Walt Disney animated cartoon 83 min. (292) (Rav. 12/23/37)	RED SKIES OF MONTANA (Color) Richard Widmark Constanca Smith O—98 min. (Rav. 1/24/52)	(Benagoss Prods.) THE GREEN GLOVE Glenn Ford Geraldina Brooks D—88 min. (Rev. 1/31/52)	HERE COME THE NELSONS Ozzie & Harriet Nelson CD—76 min. (210) (Rev. 1/18/52)	RETREAT, HELL! Richard Carlson Frank Lovejoy D—95 min. (115) (Rev. 2/11/52)
Mar. 2	(March Releases) MY SIX CONVICTS Millard Mitchell Gilbert Roland CD—104 min. (Rev. 3/10/52)	WINGS OF DANGER Zachary Scott D—72 min (5106)	JUST THIS ONCE Janet Leigh Peter Lawford C—90 min. (Rav. 1/17/52)			THE LAST MUSKETEER Rax Allan O—67 min. (5142)	TRAIL GUIDE Tim Holt O—60 min. (219) (Rev. 1/21/52)		(Alex. Paal) A TALE OF FIVE WOMEN Bonar Colleano CD—86 min.		
Mar. 9	SCANDAL SHEET Broderick Crawford Donna Reed D—82 min. (Rev. 1/18/52)		LOVE IS BETTER THAN EVER Elizabeth Taylor C—81 min. (Rev. 2/5/52)	RODEO (Color) Jane Nigh O—70 min. (5104) (Rev. 3/4/52)			(March Releases) TARZAN'S SAVAGE FURY Lex Barker D—80 min. (004)	(March Releases) FIVE FINGERS James Mason Danielle Darriaux D—108 min. (Rev. 2/13/52)	(King Bros.) MUTINY (Color) Mark Stavens D—76 min. (Rev. 2/26/52)	(March Releases) STEEL TOWN (Color) Ann Sheridan John Lund D—83 min. (215) (Rev. 3/6/52)	BUGLES IN THE AFTERNOON (Color) Ray Milland Helena Carter OD—85 min. (116) (Rev. 1/31/52)
Mar. 16	JUNGLE JIM IN THE FORBIDDEN LAND Johnny Weissmuller D—65 min. (Rev. 3/3/52) OKINAWA Pat O'Brien Cameron Mitchell D—67 min. (Rev. 2/27/52)	VALLEY OF EAGLES Jack Warner D—83 min. (5114)					RANCHO NOTORIOUS (Color) Marlene Dietrich Mel Ferrer OD—89 min. (221) (Rav. 2/11/52)	RETURN OF THE TEXAN Dale Robertson Joanne Dru O—88 min. (Rev. 2/13/52)	(Natl. Film Board of Canada) ROYAL JOURNEY (Color) Documentary 52 min. (Rev. 1/18/52)	FLESH AND FURY Tony Curtis Jan Sterling D—82½ min. (214) (Rev. 3/11/52)	
Mar. 23	NIGHT STAGE TO GALVESTON Gene Autry O—61 min (Rev. 3/13/52)		THE WILD NORTH (Color) Stewart Granger D—97 min. (Rev. 1/15/52)	HOLD THAT LINE Leo Gorcey CD—64 min. (5211)	(March Release) SOMETHING TO LIVE FOR Ray Milland Joan Fontaine D—89 min. (Rev. 1/28/52)	LEADVILLE GUNSLINGER Alan "Rocky" Lane O—54 min. (5171)	THE PACE THAT THRILLS Bill Williams Carla Balonda D—63 min.	VIVA ZAPATA! Marlon Brando Jean Peters D—113 min. (Rev. 2/6/52)	(Horizon-Romulus) THE AFRICAN QUEEN (Color) Humphrey Bogart Katharine Hepburn D—106 min. (Rev. 12/26/51)	THE TREASURE OF LOST CANYON (Color) William Powell Julia Adams D—81 min. (209) (Rev. 2/18/52)	A STREETCAR NAMED DESIRE Vivien Leigh Marlon Brando D—122 min. (104) (Rev. 6/14/51)
Mar. 30	(April Releases) THE MARRYING KIND Judy Holliday Aldo Ray CD—93 min. (Rev. 3/12/52)			THE MAN FROM BLACK HILLS Johnny Mack Brown O—51 min. (5242)		OKLAHOMA ANNIE (Color) Judy Canova John Russell OC	WHISPERING SMITH VS. SCOTLAND YARD Richard Carlson D—77 min. (222) ROAD AGENT Tim Holt O—60 min. (223) (Rev. 2/18/52)	(April Releases) WITH A SONG IN MY HEART (Color) Susan Hayward Rory Calhoun DM—117 min. (Rev. 2/20/52)	STRANGE WORLD Angelica Hauff Helmut Schneider D—80 min.		THE BIG TREES (Color) Kirk Douglas Eve Miller D—89 min. (117) (Rev. 2/6/52)
Apr. 6	WALK EAST ON BEACON George Murphy Finlay Currie D THIEF OF DAMASCUS (Color) Paul Henreid John Sutton D	LOAN SHARK George Raft Dorothy Hart D (5111)	SINGIN' IN THE RAIN (Color) Gene Kelly Donald O'Connor M—103 min. (Rev. 3/12/52)	JET JOB Stanley Clements D (5215)	(April Releases) MY SON, JOHN Helen Hayes Van Heflin D—122 min. (5116)		RASHOMON (Japanese) A—90 min. (268) (Rav. 1/3/52)	THE PRIDE OF ST. LOUIS Dan Dailey Joanne Dru D—93 min. (Rev. 2/26/52)	Mark Robson-Robert Wise CAPTIVE CITY John Forsytha Joan Camden D—91 min.	(April Releases) MA AND PA KETTLE AT THE FAIR Marjorie Main Percy Kilbride C—78 min. (216)	
Apr. 13	LARAMIE MOUNTAINS Charles Starrett Smiley Burnette O		TALK ABOUT A STRANGER George Murphy D—65 min. (Rev. 2/27/52)	THE GUNMAN Whip Wilson O (5252)	AARON SLICK FROM PUNKIN CRICK (Color) Alan Young Dinah Shore CM—95 min. (5119) (Rev. 2/26/52)	THE FABULOUS SENORITA Estelita Robert Clarke MC	(April Releases) THE FAITHFUL CITY Jamie Smith John Slatar D	(Alperson) ROSE OF CIMARRON (Color) Jack Buetel Mala Powers O—72 min. (Rev. 3/6/52)		THE BATTLE AT APACHE PASS (Color) Jeff Chandler John Lund OD—85 min. (217)	JACK AND THE BEANSTALK (Color) Abbott and Costallo C—78 min. (118)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the following: (D) Drama.)

Accurate Concise and Impartial

MOTION PICTURE DAILY

FIRST IN FILM NEWS

VOL. 71. NO. 53 NEW YORK, U. S. A., TUESDAY, MARCH 18, 1952 TEN CENTS

COMPO Fight Against Tax Will Continue

Treasury Opposition Not To Deter Campaign

Unfazed by the U. S. Treasury's opposition to the elimination or reduction of the Federal admission tax, Council of Motion Picture Organizations executives are preparing for review by the industry agency's new tax committee an outline of the strategy and achievements of the previous tax committee to provide guidance in framing any new anti-tax campaign.

Commenting on the Treasury's indication last week that a low priority should be given reduction or elimination of admission taxes, COMPO announced here yesterday that it intends to continue its plans to launch an all-out educational campaign directed to Congress for the elimination of this excise.

The first formal conference among

(*Continued on page* 11)

Boxing Trust Suit Hits Film Rights

Charges that the International Boxing Clubs of New York and Illinois conspired in restraint of trade in the sale of motion picture, television and radio rights were among the allegations made in a Department of Justice complaint filed in New York Federal Court today.

The complaint charged the defendants with monopolizing the control

(*Continued on page* 11)

RKO Files Suit on Jarrico Demands

At Howard Hughes' direction, RKO Pictures yesterday instituted the first legal action to be brought by any motion picture studio against any of the men or women who were subpoenaed by the House Un-American

(*Continued on page* 11)

Film Censorship Bill Introduced in Ky.

Frankfort, Ky., March 17.—A bill providing for motion picture censorship to be administered by the State Education Department has been introduced in the Kentucky Legislature by Senator C. W. A. McCann of Jefferson County.

The proposal was listed as Senate Bill No. 267.

HitMonopolyCharge At FCC Hearing

WASHINGTON, March 17.—Lengthy tables and statistics designed to prove that a merger of American Broadcasting Co. and United Paramount Theatres would not give the new company a monopoly on theatre-broadcasting entertainment in any city in the U. S. were put into the record of the Federal Communications Commission Paramount hearings today.

The hearings, which entered their ninth week, today turned to the issue of the merger, with five witnesses on the stand. ABC research manager Donald Coyle said that in no city

(*Continued on page* 11)

Big $42,000 Bow For 'Marrying;' 'USA' Hits $75,000

"The Marrying Kind" opened to a big $42,000 for its initial week at the Victoria, pacing New York first-runs which reported business bolstered somewhat by yesterday's St. Patrick's Day celebration.

The robust $42,000 was racked up at the Victoria despite picketing during evening hours by members of the Catholic War Veterans and Jewish War Veterans protesting the alleged Communist sympathies of Judy Holliday and script-writer Garson Kanin.

Another strong opener is "Dead-

(*Continued on page* 10)

Huge $1,355,000 For 'Greatest'

"The Greatest Show on Earth," now approaching the Radio City Music Hall's all-time record run of 11 weeks, is expected to gross a terriffic $1,355,000 for its total run at the Hall, which is scheduled to end March 27. "Singin' in the Rain" is the Hall's Easter attraction.

The Cecil B. DeMille production,

(*Continued on page* 10)

$1,000,000 Expansion For Color Set by Pathe

By MURRAY HOROWITZ

A $1,000,000 color expansion program is now underway at Pathe's laboratory here, James Wolcott, vice-president in charge of sales of Pathe Laboratories, Inc., has disclosed. Pathe, realizing the quickening "swing towards color," will increase its color capacity during the two-year expansion program three or four-fold, Wolcott estimated. Pathe uses the new Eastman negative positive system, but the laboratory can also handle Ansco and DuPont processes.

At the same time Wolcott disclosed that construction of Pathe's new 16mm. $500,000 Coast laboratory will begin in July. It will be adjacent to Pathe's present plant in Hollywood and will handle the growing demand for TV films, including those produced by Pathe's new TV company, Pathe Television Corp.

Tests with the Eastman pro-

(*Continued on page* 11)

U-I Welcomes Moon And Honors Daff

Universal Pictures' domestic and foreign executives joined yesterday at a luncheon at the Hotel Lombardy to welcome Ray Moon, new domestic sales executive and to help mark the beginning of Al Daff's 33 years with the company.

Among others who attended were Adolph Schimel, Charles J. Feldman, Ben Cohn, Maurice A. Bergman, F. J. A. McCarthy, James J. Jordan, Foster M. Blake, Irving Sochin, Eu-

(*Continued on page* 11)

Majors Take Milgram Case To High Court

Bitterly Assail Ruling Of 3rd Circuit Bench

By J. A. OTTEN

WASHINGTON, March 17.—The eight major distributors today asked the U. S. Supreme Court to reverse the Third Circuit Court of Appeals decision in the Milgram case.

In that case, the Circuit Court held the distributors guilty of violating the anti-trust laws for refusing to license first-run films to the Boulevard Drive-in Theatre, near Bethlehem, Pa., operated by David E. Milgram, Samuel Milgram, Nathan Milgram, Francis Kret and Bessie Hoberman.

In the appeal today, the distributors bitterly complained about the tendency of the Third Circuit Court to use the Supreme Court Paramount case

(*Continued on page* 10)

MPA Acts to Avoid Ban in Argentina

The Motion Picture Association of America took steps yesterday to secure the exception of U. S. newsreels from an Argentine government decree prohibiting the importation and exhibition of newsreel footage from foreign countries in which Argentine newsreels are not exhibited.

The decree was proclaimed suddenly over the weekend in Buenos Aires.

Buchman Indicted; Arraigned Friday

WASHINGTON, March 17.—Producer Sidney Buchman was indicted by a Federal Grand Jury here today on charges of contempt of Congress.

Buchman, who will be arraigned in Federal District Court on Friday, was indicted on two counts—for failing and refusing to appear before the House Un-American Activities Committee on Jan. 25, and on Jan. 28.

UA's "THE AFRICAN QUEEN"
BEST IN MORE THAN A YEAR!
R.K.O. Palace, Cincinnati

HUMPHREY KATHARINE
BOGART · HEPBURN
Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR

Eady Fund Payment Of 45% Is Voted

London, March 17. — Payments to producers from the Eady Fund for the 13 weeks ended Jan. 26 will be on the basis of 45 per cent of distributors' grosses. The highest payment yet made from the Production Fund, it compares with 30 per cent for the previous quarter.

Directors of the Fund, representing the four trade associations concerned, in the future will allocate the maximum payment possible each quarter.

18 in Technicolor On 'U-I's' Program

Universal-International will release a minimum of 18 productions with color by Technicolor during the current fiscal year, the company disclosed here yesterday, reporting a record number of color pictures made in a year.

It was added that this program of color releases may be further increased if the present favorable market for outdoor action color pictures continues. "The company's color commitments," it was pointed out, "already substantially exceed those of any other major film company and the release schedule, as now set up, will mean that at least every other picture placed in circulation by U-I will be in color."

Finished and Waiting

Technicolor U-I pictures finished and awaiting release are "The World in His Arms," with Gregory Peck and Ann Blyth co-starred; "The Battle at Apache Pass," starring John Lund and Jeff Chandler; "Against All Flags," co-starring Errol Flynn and Maureen O'Hara; "Has Anybody Seen My Gal," Piper Laurie, Rock Hudson, Charles Coburn and Gigi Perreau; "The Treasure of Lost Canyon," William Powell, Julia Adams, Charles Drake and Henry Hull; "Steel Town," Ann Sheridan, John Lund and Howard Duff; "The Untamed," Joseph Cotten, Shelley Winters and Scott Brady; "The Duel at Silver Creek," Audie Murphy, Faith Domergue and Stephen McNally; "Son of Ali Baba," Tony Curtis and Piper Laurie; "Scarlet Angel," Yvonne De Carlo and Rock Hudson, and "Bronco Buster," starring John Lund, Scott Brady and Joyce Holden.

Technicolor pictures now shooting or scheduled for production shortly include "The Texas Man," starring Robert Ryan, Julia Adams and Rock Hudson; "Yankee Buccaneer," Jeff Chandler, Scott Brady and Suzan Ball; "The Riding Kid," Richard Conte and Viveca Lindfors; "The Great Companions," Dan Dailey, Ann Blyth and Gloria Grahame, and "Sioux Uprising," "Demon Caravan" and "Squaw Man's Son."

March is American Red Cross Month. GIVE.

Personal Mention

ARNOLD M. PICKER, vice-president of United Artists in charge of foreign distribution, will leave here by plane today for London on the first leg of a tour of the company's offices in Britain and Continental Europe.

•

JACK HARRIS, film buyer for Walter Reade Theatres, and his wife, and DAVID BERGER, managing director of the circuit's Park Avenue Theatre here, are in Florida on vacation.

•

HAROLD PERLMAN, advertising manager for Filmack in Chicago, became a father last week with the birth of a son, DAVID MICHAEL, to Mrs. Nora Perlman.

•

WILLIAM B. ZOELLNER, M-G-M short subjects and newsreel sales head, is in San Francisco from Los Angeles and tomorrow will leave for Portland, Ore.

•

LEON CHAFIR will arrive here from London on the *S. S. Queen Elizabeth* tomorrow to discuss film and television deals.

•

TED GAMBLE, in Portland, Ore., will be acting treasurer in the campaign of C. Unander, a close friend, who is running for state treasurer.

•

HENRY GINSBERG, NBC consultant, will leave here for Hollywood today.

WILLIAM M. PIZOR, vice-president of Lippert Productions, left here for Europe over the weekend on a two months business trip.

•

D. JOHN PHILLIPS, executive director of the Metropolitan Motion Picture Theatres Association, will be in Albany today and tomorrow from New York.

•

M. R. (DUKE) CLARK, former Paramount South Central division manager, and MRS. CLARK will leave Daytona Beach, Fla. Sunday for Dallas.

•

WILLIAM (HOPALONG CASSIDY) BOYD has accepted appointment as a sponsor of the National Society for Crippled Children and Adults.

•

WESLEY BAILEY, *Good Housekeeping* promotion director, left here for the Coast yesterday by plane.

•

RUSSELL HOLMAN, Paramount's Eastern production manager, has left here for Hollywood.

•

FOSTER M. BLAKE, Western sales manager for Universal, left here yesterday for Des Moines and Denver.

•

NAT LIEBESKIND, foreign film distributor and exhibitor, returned here yesterday from the Coast.

$61 Millions of U.K. Earnings Unfrozen

LONDON, March 17.—American film companies spent more than £22,000,000 ($61,600,000) of their unremittable film earnings in permitted uses here during the period from June, 1948, when the remittance agreement went into effect, to Dec. 31, 1951, Peter Thorneycroft, president of the Board of Trade, stated in reply to a question put to him in Parliament.

Production in the sterling area by American companies accounted for £8,000,000 ($22,400,000) of their expenditures of blocked funds, Thorneycroft said. Acquisition of distribution rights to British films, payment for prints, personal services, traveling and living expenses and other permitted uses, accounted for the remainder, he said.

KATO Meet May 28-29

LOUISVILLE, March 17.—At a meeting of the Kentucky Association of Theater Owners convention committee it was decided to call the KATO annual meet for Wednesday and Thursday, May 28-29 at the Brown Hotel here.

New Jersey House Sold

Berk and Krumgold, theatrical realty specialists, have sold the Liberty Theatre, Bernardsville, N. J., which they recently leased to Arthur Reitano, to Lucien Feldman, who formerly operated the Strand at Newark.

U.A. Profit Sure As Final Audit Nears

Price, Waterhouse Co. is scheduled to complete its final audit of United Artists' operations for 1951 within the next day or two.

Undertaken for Mary Pickford and Charles Chaplin, U.A. co-owners, the audit is expected to show a substantial profit for the company last year under its new management. Formal transfer of 50 per cent of U.A.'s stock to the new management, which has been deferred pending completion of the audit, is expected to take place immediately after the report is in.

The 50 per cent stock interest, now held in escrow, will be apportioned among six management executives, Arthur Krim, president; Robert Benjamin and Matthew Fox, partners, and William Heineman, Max E. Youngstein and Arnold Picker, vice-presidents. In addition, the agreement with Miss Pickford and Chaplin gives the group management control of U.A. for another nine years, as a further reward for the profitable results of 1951 operations.

A privately owned corporation, U.A.'s financial reports are not published. Trade estimates, however, place the company's net profit for last year at more than $500,000. The new management did not take over until March of last year and at the time found the distributing company without product to distribute.

March is American Red Cross Month. GIVE.

'Pinky' Case Waits Texas Move Before High Court Appeal

The Supreme Court-bound "Pinky" censorship case is marking time and will continue to do so until perhaps the end of this month pending a decision by the State of Texas as to whether or not the jurisdiction of the high court is challengeable in this instance, it was learned here yesterday

If the State of Texas, which now has superceded the City of Marshall, Tex., as controller of the action, does file an objection to the jurisdiction of the U. S. Supreme Court within 15 days from March 13, the plaintiff, W. L. Gelling of Marshall's Paramount Theatre, then will have 20 days in which to file with the high court a printed brief opposing the objection.

There was no word from Austin yesterday whether or not the State would raise an objection. The Motion Picture Association of America and others who are depending on the case as a means of eliciting from the Supreme Court a ruling on the constitutionality of motion picture censorship are hoping the State will not intervene. In that case the high court will be asked at the end of the 15 days to decide whether or not it has jurisdiction in the action.

March 13 was the day Judge H. N. Graves of the Texas Court of Criminal Appeals in Austin signed appeal papers authorizing Gelling to appeal his conviction for showing the 20th Century-Fox production in violation of a Marshall censorship ruling.

Fairbanks to Europe

Douglas Fairbanks will leave here Friday for Europe on government business and to start shooting his production, "Elephant Walk." He arrived from the Coast yesterday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

WALT DISNEY'S
SNOW WHITE and the SEVEN DWARFS
Color by Technicolor
CRITERION BROADWAY AND 45TH STREET

WILLIAM HOLDEN
Boots Malone
with Stanley Clements - Basil Ruysdael
and Introducing JOHNNY STEWART
in person
ELLA FITZGERALD
GEORGE DE WITT
STEVE CONDOS • JERRY BRANDOW
AL DONAHUE And His ORCH.
Extra RICHARD HAYES
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

OHIO SHOOTS THE WORKS IN THE ALL-OUT 200-THEATRE

"OKINAWA"

WORLD PREMIERE!

OK! OKINAWA!

Let's go at the RKO Palace, Cincinnati; the RKO Grand, Columbus; the Colonial, Dayton; the Palace, Cleveland; the Palace, Akron; and the Palace, Youngstown . . . the dates keep pouring in for another great one from

Columbia

Columbia Pictures presents PAT O'BRIEN in "OKINAWA" with CAMERON MITCHELL · RICHARD DENNING · Rhys Williams
Screen Play by Jameson Brewer and Arthur Ross · Produced by Wallace MacDonald · Directed by Leigh Jason

National Pre-Selling

WOMAN'S Home Companion had the largest circulation in its history with the February issue—over 4,600,000 copies distributed (more than 1,750,000 on news stands). The March 10 issue of *Life* carried eight ads sponsored by various national advertisers in which motion picture stars or new films were credited. RKO Pictures, 20th Century-Fox, Paramount and Universal were on the receiving end of the cooperative deals. The April issue of *Photoplay* has a five-page fashion section which sparks the national pre-selling of "Pride of St. Louis." Twentieth Century-Fox is following up with a series of regional fashion shows. Inmates of the Washington State Penitentiary at Walla Walla have asked for a preview of "The Greatest Show on Earth" and Paramount says it must be the result of pre-selling in national magazines for this potential audience does not have any other way of learning about the picture. Paramount's "Anything Can Happen" has been selected as the "Picture-of-the-Month" for May by *Seventeen* magazine.

•

Universal **International has launched a four-week series of promotions on six different network television and radio programs for its forthcoming color by Technicolor picture, "Steel Town," which will reach an estimated audience of 35,000,000 people from Coast to Coast. The company has also made a tieup with Everlast Sporting Goods in behalf of "Flesh and Fury," starring Tony Curtis, Jan Sterling and Mona Freeman. The sponsors will introduce the picture to the boxing commissioners of 47 states who will be attending the National Boxing Association convention at the Hotel Mayflower in Washington March 28-29.**

•

The April Good Housekeeping *skips from page 17 to page 303 with Ruth Herbert's studio gossip, "Assignment in Hollywood," and five pictures are recommended—"Phone Call from A Stranger," "The Wild North" and "Something to Live For," for adults; "With A Song in My Heart" for the whole family, and "Jack and the Beanstalk" for children. The hefty issue carries two ads from M-G-M, the "Picture of the Month" ad on the contents page, as familiar as the masthead, and the new and bright, full-color, full-page M-G-M "Movie Calendar of the Month"—both ads being listed in the magazine's "Index of Guaranteed Products."*

•

With the Easter release of "With A Song in My Heart" nearly four weeks away, 20th Century-Fox has racked up 150 major network plugs for the picture to date, with many more title song-plugs continuing on Coast to Coast shows. Jane Froman personally has appeared on 15 top radio and TV shows. Five major disc jockeys in the New York area and hundreds of others across the nation are doing a particularly strong job with the Capitol record album of the picture's tunes. The film opens at the Roxy here on April 4, and will be previewed before the American Academy of General Practice in Atlantic City next Monday.

WALTER BROOKS

DeSica Credits US For His Productions

American audiences and film critics yesterday were credited by Vittorio DeSica, Italian producer-director, with having made possible the production of his "Bicycle Thief," "Miracle in Milan" and the forthcoming "Umberto D." He told the New York Film Critics at a luncheon at the 21 Club here that his first picture, "Shoe Shine," failed in Italy, and that he would not have made the others but for the favorable reception in this country to his initial film.

The luncheon, given by Italian Film Export, featured the presentation to DeSica by Bosley Crowther, Film Critics chairman, of the group's award for "the best foreign film of 1951," "Miracle in Milan."

Speaking for the Film Critics, Crowther said: "We regard DeSica as one of the great motion picture-makers of the world. Too few of our own people are making films which represent the great tradition of the theatre in its broadest sense, which is the clarification to men of things that burn in the hearts of men.'"

Impellitteri to Welcome Vittorio De Sica Today

Mayor Vincent Impellitteri will today extend an official welcome for the City of New York to Vittorio DeSica, Italian director, on his first visit to this country. DeSica will be accompanied by Dr. Renato Gualino, general director of Italian Film Export, B. Bernard Kreisler of the Motion Picture Association of America, and Joseph Burstyn, distributor of DeSica's films in the U. S.

Legion of Decency Puts 5 in Class B

The latest Legion of Decency report places five films in Class B and 14 in Class A. The former are: "Gypsy Blood," RKO; "One Big Affair," United Artists; "Outcast of the Islands," Lopert Productions; "Thief of Damascus," Columbia; "With A Song in My Heart," 20th Century-Fox.

The Legion also notes that M-G-M's "The Wild North," previously classified in Class B, has been reclassified to A-2 due to a change made in the film.

B.B.C. Extends TV Service to Scotland

LONDON, March 17.—British Broadcasting Co. has opened its first transmitter in Scotland, midway between Glasgow and Edinburgh. Its potential audience is estimated at well over 4,000,000, extending B.B.C. television service to about 70 per cent of the population of the United Kingdom.

The new station will carry the same programs as do B.B.C.'s other three stations.

Herbert Yates Wed To Miss Ralston

HOLLYWOOD, March 17.—Herbert J. Yates, president of Republic Pictures Corp., and Vera Ralston were married Saturday evening at the Little Brown Church at North Hollywood, Cal. The Reverend John Wells officiated. The couple is at home at Sherman Oaks, Cal.

Franco-US Talks to Open Before June 1

Following his return here from Washington, where he met at the weekend with State Department, SIMPP and other MPAA officials to plan for the forthcoming Franco-American film talks, John G. McCarthy, MPAA foreign department chief, said yesterday he expected negotiations would get underway in Paris with French government officials before June 1, when the present Franco-American film pact expires.

Ratner, Compo Aide, Resigns Macy's Post

Victor M. Ratner, who has resigned effective April 1 as R. H. Macy's sales promotion vice-president to open his own public relations office here, has been assisting the Council of Motion Picture Organizations in the preparation of its forthcoming nationwide newspaper advertising campaign, Arthur L. Mayer, COMPO executive vice-president, reported yesterday.

Mayer said it was likely that Ratner would continue his assistance. Ratner has indicated that his new firm will do special work for 20th Century-Fox, and will work with the William Morris agency on TV programming. The office of Lynn Farnol, who assisted in the development of Macy's full-page New York newspaper ads which tie in current films, said yesterday it had no reason to expect that Ratner's resignation would alter the tie-in arrangement. The ads were the ideas of Ratner, Farnol and Metropolitan New York Theatres acting in behalf of the Council of Motion Picture Organizatoins. At Macy's Ratner will be succeeded by H. Charles Bartlett.

Arthur Will Produce Canadian Pageant

TORONTO, March 17.—Jack Arthur, veteran official of Famous Players Canadian Corp., has been appointed producer of the grandstand pageant of the Canadian National Exhibition, Toronto fair, which is scheduled for Aug. 21-Sept. 6, at a salary of $12,000, plus seven and one-half per cent of the gross gate above $350,000. Arthur, who will be on loan from Famous Players, succeeds Leon Leonidoff of Radio City Music Hall, New York, who was paid $18,000 last year.

As the nominee of Mayor Allan Lamport, Arthur was the unanimous choice of the exhibition's board of directors in a move to Canadianize the big show, which had Jimmy Durante as the headliner last summer.

Two Conventions Are Set in Canada

TORONTO, March 17.—The dates of Oct. 27-29 have been set for the 1952 annual conventions of the Motion Picture Industry Council of Canada, headed by J. J. Fitzgibbons, president of Famous Players, and of the national committee of the Motion Picture Exhibitors' Association of Canada.

The joint meetings will be held at the Chateau Laurier at Ottawa. In the past two years, the sessions were conducted in Toronto and Montreal.

Coming Events

March 19—Society of Motion Picture and Television Engineers, Atlantic Coast Section meeting, Navy Yard, Brooklyn, N. Y.

March 20—Academy of Motion Picture Arts and Sciences 24th annual awards, Pantages Theatre, Hollywood.

March 24-26—Theatre Owners of Oklahoma annual convention, Biltmore Hotel, Oklahoma City.

March 24-27—National Theatres executives' meeting, Los Angeles.

March 26—National Television Film Council quarterly all-day forum, Warwick Hotel, N. Y.

March 26—Cinema Stamp Collectors meeting, Hotel Astor, New York.

April 13-15—Motion Picture Theatre Owners and Operators of Georgia annual convention, Biltmore Hotel, Atlanta.

April 15-16—Iowa-Nebraska annual meeting, Fontenelle Hotel, Omaha.

April 21-25—Society of Motion Picture and Television Engineers 71st semi-annual convention, Hotel Drake, Chicago.

April 22-23—Allied Independent Theatre Owners of Iowa-Nebraska annual convention, Omaha.

April 23—Cinema Stamp Collectors meeting, Hotel Astor, New York.

April 28-May 1—Variety Clubs International 16th annual convention, Las Vegas.

Abbott & Costello To Tour 15 Cities

Bud Abbott and Lou Costello will make personal appearances in 15 cities in the United States and Canada in April in connection with Warner's presentation of their new Exclusive Productions Picture in Supercine-Color, "Jack and the Beanstalk."

The comedians will launch their tour on April 5 in Lou Costello's home town, Paterson, N. J., where "Jack and the Beanstalk" will have its world premiere at the Fabian Theatre. On April 7 the stars will appear on the stage of the Warner Theatre in New York for the opening day of "Jack and the Beanstalk" there.

Other theatres and cities to play host to the "in person" Abbott and Costello tour will include the Stanley Theatre in Philadelphia on April 8, Roger Sherman Theatre in New Haven on April 9, Paramount, Boston, April 10, Stanley, Pittsburgh, April 11, the Astor Theatre in Reading and the Senate in Harrisburgh on April 12, and the Warner in Washington on April 13.

Set 60 Papers for SMPTE Convention

There will be 11 or more sessions at the spring convention of the Society of Motion Picture and Television Engineers, to be held at the Drake Hotel in Chicago, April 21-25, with 60 papers scheduled to be delivered.

Linz Is Monogram Indianapolis Head

INDIANAPOLIS, March 17.—Norman Linz, formerly a salesman in the Monogram office here, has been named branch manager to succeed H. K. Embleton, who will retire.

California Rodeo Sets Camel Races

Gotham Rodeo Biz Rises 10% Over '50

NEW YORK,

Molalla Rodeo Draws Record 28,000 Gate

MOLALLA,

Chicago Rodeo Racks Up Big Week-End Biz

CHICAGO, —The Cisco Kid rodeo closed its five-day stand Sunday (15) in Wrigley Field racking up big week-end afternoon and night estimated

(Continued on page 55)

Autry Sets Gate Mark At Hub Garden Rodeo

BOSTON, —Playing 16 shows October 24 thru Sunday (4) at the Boston Garden Rodeo, Gene Autry pulled 172,791 persons, largest attendance in the event's 20-year history above last year's

Cisco Rodeo Pulls 50,000 At Cincinnati

CINCINNATI, —Cisco Kid Rodeo played to more than 50,000 persons at Crosley Field in eight performances four days ending Monday (3) addition to the Cisco Kid Pancho, featured Jones, WLW-T and Chuck Wagon Moore,

(Continued on page

Salt Lake City, Ogden Rodeos Top $100,000

SALT LAKE CITY, Utah's two major 1951 rodeos at Salt Lake City and Ogden, attracted approximately 85,000 paying customers and took in well over $100,000 as Mormons and celebrated the anniversary of the arrival Mormon Pioneers in

Salt Lake fairgrounds, nearly were

(Continued on page

Spokane Rodeo Pulls 18,500

SPOKANE, ance at the second annual Stampede August 18,500, compared year ago, according

Four-Day Rodeo Gets 35,000 Gate At St. Paul, Ore.

ST. PAUL, Ore. — St. Paul Rodeo pulled an estimated 35,000 to its four-day

Crabbe Rodeo Proves Strong On Long Island

FREEPORT, N. Y., Total attendance for two shows staged at Municipal Stadium here July 25-26

(Continued on page

Swift Current 2-Day Rodeo Nets $13,194

SWIFT CURRENT, Sask., —Two-day Frontier Day celebration in July showed operating profit of $13,164,

statement.

Show was handled by a board

N. W. Rodeos ...nce '52 Dates

Bronx Rodeo Starts Off At Gallop

NEW YORK, varied headaches County Stampede to

ALGARY GATE FOR 1ST THREE DAYS TOPS '5

Increase Is Scored Despite Cold, Light Rain Opening Day

CALGARY, Alta.,

Des Moines Autry Rodeo Nets $3,291

DES MOINES,

Macleod, Alta., Rode Racks Up 6,000 Gate

MACLEOD, Alta., Two-day Macleod-Claresholm rodeo here, directed by

It makes no difference whether it's New York's Madison Sq. Garden or Molalla, Oregon ...Chicago, Boston or Sulphur, Oklahoma

RODEO spells BIG DOUGH!

Now YOU can book a BIG ONE with a great story IN COLOR for your own boxoffice bonanza!

1000 THRILLS

Roaring Inside Story of the Top Rodeo Riders ...Out to Win!

DEATH-DEFYING SPILLS

MONOGRAM presents

RODEO

"RODEO"
starring Jane NIGH · John ARCHER
with WALLACE FORD
Produced by WALTER MIRISCH · Directed by William Beaudine · Written by Charles R. Marion

COLOR BY Cinecolor

News headlines on this page reprinted from BILLBOARD

Motion Picture Daily Feature Reviews

"The Story of Robin Hood"

(*Walt Disney-RKO Radio*)

THE FAMILIAR Robin Hood legend is given a new and exciting reworking in this Walt Disney presentation. The film, in color by Technicolor, was made in England in authentic settings in Sherwood Forest and surrounding areas, with considerable historical research adding factuality to the screenplay. Robin Hood, as the timeless symbol of opposition to tyranny, has a universal appeal. As such the picture should register well with patrons of all ages, but especially with the younger set.

Richard Todd plays the focal role as the dashing and adventurous outlaw who takes to the woods and builds up a freedom-loving following that plays havoc with the sinister and selfish rule of Prince John, portrayed by Hubert Gregg. The screenplay, by Lawrence E. Watkins, has its setting at the time when King Richard the Lionhearted left England to lead a Crusade to the Holy Land. As a consequence his evil brother conspired to usurp the throne with a view towards wringing from the people their wealth. There is a fresh and exhuberant loveliness to Joan Rice who plays the feminine lead as Maid Marian. Martita Hunt, who will be remembered here for her role in the Broadway hit "The Mad Woman of Chaillot" lends a touch of grand acting in the role of Queen Mother.

Feats of hard riding, lusty combat and precision marksmanship surge through the picture at a continuous clip that is assured to keep the outdoor action fans tense and content. The story was directed by Ken Annakin.

The basis of the story is built around the attempts to raise a huge ransom to free King Richard from his German captors. Robin Hood and his men are called into heroic action towards this end. By the finale Robin Hood is made an Earl and Maid Marian's hand is his. Perce Pearce produced. In other roles are James Hayter as Friar Tuck; Peter Finch as the wicked sheriff of Nottingham; and James Robertson Justice as Little John.

Running time, 84 minutes. General audience classification. For July release.

MANDEL HERBSTMAN

"Whispering Smith vs. Scotland Yard"

(*RKO Pictures*)

SCOTLAND YARD had written off the death of a rich American's daughter as an apparent suicide, but Richard Carlson who portrays the vacationing U.S. railroad detective Whispering Smith discovers otherwise in this standard mystery film. The star and the all-British supporting cast render competent performances in the Julian Lesser-Exclusive Films production which was made in England.

Although the film is at times exciting, it taxes one's credulity on occasion. The greater part of the marquee appeal probably lies in the famous "Whispering Smith" tag.

Going to England for a vacation, Carlson, immediately becomes involved in the "apparent" suicide case, lured by a pretty secretary, Rona Anderson, to a rich American whose daughter died mysteriously some months earlier. Starting the case as a lark, the American quickly finds himself deeply involved in mayhem. Characters include a lovely suspect, Greta Gynt, a crooked lawyer, a puppet fancier and a ring of blackmailers.

Scotland Yard found the case a suicide, but Carlson finds that it was murder and while dodging a similar fate himself, has time for a light romance with Miss Anderson.

Miss Gynt gives a good account of her abilities as the beautiful and neurotic suspect posing as the American girl's best friend. English landscapes, street scenes and country houses add interest to Steve Fisher's screenplay. Francis Searle directed the story and adaptation by John Gilling, using the "Whispering Smith" character created by Frank H. Spearman.

Others in the cast include Herbert Lom, Alan Wheatley, Reginald Beckwith, Dora Bryan and Daniel Wherry.

Running time, 77 minutes. General audience classification. March release.

"Tarzan's Savage Fury"

(*Lesser Productions-RKO Pictures*)

THE full weight of Tarzan's savage fury falls on Charles Korvin and, to a lesser extent, Patric Knowles, a pair of jungle interlopers who dupe Tarzan. They deceive him into guiding them to the land of the Wazuri, fierce, war-like tribesmen who possess fabulous amounts of diamonds. The plot thus set gives Lex Barker, as the Ape Man, plenty of opportunity to indulge in the kind of heroics that have paid off so well for many years. Dorothy Hart is his beautiful helpmate and young Tommy Carlton, introduced in this film, plays his foster son.

Tarzan's idyllic existence here is disturbed by the appearance of Korvin and Knowles who, posing as British agents, pursuade the jungle man that England, in its defense effort, needs the Wazuri diamonds for the manufacture of precision instruments. Some members of the audience will immediately detect the pair as a couple of Russian agents; although never stated specifically, they address each other in private as "Comrade." A passport uncovered by Cheeta, the chimpanzee, reveals the true identity of the pair after they have murdered several Wazuri and left Miss Hart to be executed by the tribe.

Barker, with the aid of Cheeta and the young son, is able to dispatch the villains and make amends with the Wazuri in time to save Miss Hart's life. The main plot line is supplemented with numerous brushes with African wildlife and a brief psychological interlude during which the son overcomes his fear of lions. The up-to-date script was written by Cyril Hume, Hans Jacoby and Shirley White, based on the Edgar Rice Burrough's characters.

Sol Lesser produced and Cyril Endfield directed.

Running time, 80 minutes. General audience classification. March Release.

"Ma and Pa Kettle at the Fair"

(*Universal-International*)

A HOMESPUN TALE, chock-full of the previously tested ingredients, is unravelled in this latest "Ma and Pa Kettle" production. Percy Kilbride as Pa is his whimsical, winning self, while Ma, played by Marjorie Main, remains true to form—the strong, warm and humorous personality, Pa's perfect mate.

Its humor is for the unsophisticated audience. There are many persons throughout the country who prefer their fun in broad, unsubtle strokes.

In "Ma and Pa Kettle at the Fair," the family, consisting of 14 unmarried children, is in financial straits. The house is mortgaged up to the hilt and at the beginning it looks as if the eldest daughter, just out of high school, will not be able to afford college. But Ma and Pa Kettle's resourcefulness overcame similar obstacles previously. In order to obtain money in this instance, they stake everything on Ma's showing at the country fair in the jam and home-baked bread contest.

The plan is to capitalize on Ma's winning the jam contest by retailing the "Kettle Special" in stores. This falls through, however, when Ma inadvertently enters the harness race instead of the jelly event. Undauted, an old trotter is entered. It would not be cricket to tell who wins the race, but be assured the money is raised to put the daughter through college.

Others in the cast include James Best, Lori Nelson, Esther Dale, Emory Parnell and Oliver Blake. Leonard Goldstein produced, while Charles Barton directed, from a screenplay by Richard Morris and John Grant. The story was written by Martin Ragaway, Leonard Stern and Jack Henley.

Running time, 78 minutes. General audience classification. For April release.

MURRAY HOROWITZ

"The Pace That Thrills"

(*RKO Pictures*)

A STRAIGHTFORWARD action picture which should find a ready reception among action fans has been fashioned in "The Pace That Thrills," a film concerning motorcycling enthusiasts.

Comprising the triangle about which the story moves are Bill Williams, an ace motorcycle test driver and racer; Carla Balenda, pretty newspaper reporter who objects to some of Williams' ethics in the rough and tumble sport, and Steve Flagg, Williams' sidekick and rival for Miss Balenda's affections. The two men work for Robert Armstrong, manufacturer of motorcycles whose company is heading for a bad spot unless it can perfect a "revolutionary hydraulic transmission." Miss Balenda begins by being shocked at Williams' ways of winning a race and ends up loving both him and the sport and even investing her money in the new transmission. Numerous scenes of racing and trick riding punctuate the proceedings and make them quite lively.

Lewis J. Rachmil produced and Leon Barsha directed, from a screenplay by DeVallon Scott and Robert Lee Johnson.

Others in the cast are Frank McHugh, Cleo Moore, John Mallory and Diane Garrett.

Running time, 63 minutes. General audience classification. For March release.

"Valley of the Eagles"

(*Nat Bronsten-Lippert*) *Hollywood, March* 17

THE best elements of natural history and melodrama are combined in this adroitly-made film. Laplanders' hunt-trained eagles swoop down and deal furious death to a pack of wolves on an Arctic plain at 45-below, in a scene of high impact.

You will have to see a thousand-head herd of reindeer plodding in a mile-long queue against a limitless snow-packed terrain, and then storm-driven into a self-destroying stampede over a vertical precipice, to realize the gripping power of this picture that held an unprepared audience at Hollywood's Egyptian theatre motionless and silent until breaking into applause at the conclusion of its previewing. Or, of course, you can take that audience's and this reporter's word for it that "Valley of the Eagles" is an entertainment experience rare and stimulating beyond the power of nomenclatural or adjectival billing to convey. That's what thrilled customers, with their own matchless eloquence, will be telling friends and neighbors after they have seen it.

The overpowering natural drama of life as lived and forces unleashed in Lapland are mentioned first in this report because they are without precedent on the screen, but come second to a tensely melodramatic story that opens, and is photographed, in Stockholm, which has a Norwegian scientist robbed by his venal assistant and faithless wife of an invention valuable in peace or war which he is about to present to the United Nations. They flee across Sweden enroute to Finland and, presumtively, Russia, with the scientist and a Norwegian inspector of police in close pursuit. This melodramatic story, enacted principally by Jack Warner, Nadia Gray, John McCallum and Anthony Dawson, is finely told and highly suspenseful in its own right, and is brought to a smashing climax in a snow avalanche the like of which has not been seen on film. Producer Nat Bronsten and writer-director Terrence Young earn a lasting credit by combining this fiction and the thrilling facts of nature so skillfully that each enhances the other.

Running time, 83 minutes. General audience classification. Release date, March 21.

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FLORIDA
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RKO RADIO PICTURES, Inc.

TRADE SHOWINGS OF TWO PRODUCTIONS

	THE NARROW MARGIN	TARGET
ALBANY Fox Screening Room 1052 Broadway	Tues. 3/25 2:00 P.M.	Tues. 3/25 3:30 P.M.
ATLANTA RKO Screening Room 195 Luckie St., N.W.	Tues. 3/25 2:30 P.M.	Tues. 3/25 10:30 A.M.
BOSTON RKO Screening Room 122-28 Arlington St.	Tues. 3/25 10:30 A.M.	Tues. 3/25 2:30 P.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Tues. 3/25 2:00 P.M.	Tues. 3/25 3:15 P.M.
CHARLOTTE Fox Screening Room 308 S. Church St.	Tues. 3/25 2:00 P.M.	Tues. 3/25 3:30 P.M.
CHICAGO RKO Screening Room 1300 S. Wabash Ave.	Tues. 3/25 2:00 P.M.	Tues. 3/25 11:00 A.M.
CINCINNATI RKO Screening Room 12 East 6th St.	Tues. 3/25 8:00 P.M.	Tues. 3/25 9:30 P.M.
CLEVELAND Fox Screening Room 2219 Payne Ave.	Tues. 3/25 2:30 P.M.	Tues. 3/25 10:30 A.M.
DALLAS Republic Screening Room 412 S. Harwood St.	Tues. 3/25 10:30 A.M.	Tues. 3/25 2:30 P.M.
DENVER Paramount Screen. Room 2100 Stout St.	Tues. 3/25 2:00 P.M.	Tues. 3/25 3:30 P.M.
DES MOINES Fox Screening Room 1300 High St.	Tues. 3/25 10:30 A.M.	Tues. 3/25 2:00 P.M.
DETROIT Blumenthals Screen. Rm. 2310 Cass Ave.	Tues. 3/25 2:30 P.M.	Tues. 3/25 10:30 A.M.
INDIANAPOLIS Universal Screen. Room 517 N. Illinois St.	Tues. 3/25 1:00 P.M.	Tues. 3/25 2:30 P.M.
KANSAS CITY Paramount Screen. Room 1800 Wyandotte St.	Tues. 3/25 23:0 P.M.	Wed. 3/26 2:30 P.M.
LOS ANGELES RKO Screening Room 1980 S. Vermont Ave.	Tues. 3/25 10:30 A.M.	Tues. 3/25 2:00 P.M.
MEMPHIS Fox Screening Room 151 Vance Ave.	Tues. 3/25 12:15 Noon	Tues. 3/25 2:30 P.M.
MILWAUKEE Warner Screening Room 212 W. Wisconsin Ave.	Tues. 3/25 2:00 P.M.	Tues. 3/25 3:00 P.M.
MINNEAPOLIS Fox Screening Room 1015 Currie Ave.	Tues. 3/25 1:30 P.M.	Tues. 3/25 10:30 A.M.
NEW HAVEN Fox Screening Room 40 Whiting St.	Tues. 3/25 2:00 P.M.	Tues. 3/25 3:30 P.M.
NEW ORLEANS Fox Screening Room 200 S. Liberty St.	Tues. 3/25 10:30 A.M.	Tues. 3/25 2:30 P.M.
NEW YORK RKO Screening Room 630 Ninth Ave.	Tues. 3/25 2:30 P.M.	Tues. 3/25 11:00 A.M.
OKLAHOMA Fox Screening Room 10 North Lee St.	Tues. 3/25 10:30 A.M.	Tues. 3/25 2:30 P.M.
OMAHA Fox Screening Room 1502 Davenport St.	Tues. 3/25 1:00 P.M.	Tues. 3/25 10:30 A.M.
PHILADELPHIA RKO Screening Room 250 N. 13th St.	Tues. 3/25 2:30 P.M.	Tues. 3/25 10:30 A.M.
PITTSBURGH RKO Screening Room 1809-13 Blvd. of Allies	Tues. 3/25 1:30 P.M.	Tues. 3/25 3:00 P.M.
PORTLAND Star Screening Room 925 N.W. 19th Ave.	Tues. 3/25 2:30 P.M.	Tues. 3/25 10:30 A.M.
ST. LOUIS RKO Screening Room 3143 Olive St.	Tues. 3/25 10:30 A.M.	Tues. 3/25 1:00 P.M.
SALT LAKE CITY Fox Screening Room 216 East 1st St. South	Tues. 3/25 10:30 A.M.	Tues. 3/25 1:00 P.M.
SAN FRANCISCO RKO Screening Room 251 Hyde St.	Tues. 3/25 10:30 A.M.	Wed. 3/26 10:30 A.M.
SEATTLE Jewel Box Screen. Room 2318 Second Ave.	Tues. 3/25 1:00 P.M.	Tues. 3/25 2:30 P.M.
SIOUX FALLS Hollywood Theatre 212 N. Philips Ave.	Tues. 3/25 10:30 A.M.	Tues. 3/25 9:00 A.M.
WASHINGTON Film Center Screen. Rm. 932 New Jersey Ave.	Tues. 3/25 10:30 A.M.	Tues. 3/25 11:30 A.M.

O'Connor Names 50 To Charity Group

A film industry committee of 50 to serve as part of Cardinal Spellman's Committee of the Laity in the 1952 Catholic Charities Drive of the Archdiocese of New York which seeks $2,500,000 in gifts through 40 different business committees, was announced here yesterday by John J. O'Connor, vice-president of Universal Pictures, who is chairman of the motion picture committee. George J. Schaefer is treasurer of the 1952 drive and Bert Sanford is vice-chairman. The committee includes the following:

Frank J Alford, MPEA; Charles A and John W Alicoate, *Film Daily;* William E. Bary, Shea Enterprises; Frank E. Cahill, Jr., Warner Theatres; F. X. Carroll, 20th Century-Fox; Patrick Casey, Casey Enterprises; T. J. Connors; Robert W. Coyne, COMPO; Thomas Crehan, RKO Theatres; William Cronin, Comerford Theatres; J. F. Dailey; John Dervin, Monogram Pictures; Russell V. Downing, Radio City Music Hall; Joseph Eagan and Si Fabian, Fabian Theatres; James M. Franey, United World Films; J. M. Geoghan, Century Theatres; E. C. Grainger; James R. Grainger, Republic Pictures; William J. Heineman, United Artists; Walter F. J. Higgins, Prudential Theatres; Al Hovell, Century Theatres; William W. Howard, RKO Theatres; John Hughes, United Artists; John Kane, Columbia; Sherwin Kane, MOTION PICTURE DAILY; Austin C. Keough, Paramount.

Also, T. J. Martin, Warner Pictures; Joseph A. McConville, Columbia; Joseph E. McMahon, Republic; William J. McShea, RKO Pictures; Paul C. Mooney, Sr. National Screen Service; Peter J. Mooney, Audio Productions; John F. Murphy, Loew's; William P. Murphy, Republic; L. D. Netter, Jr., Altec Service; Paul D. O'Brien, O'Brien Driscoll and Raftery; Robert H. O'Brien, United Paramount Theatres; Thomas F. O'Connor, RKO Theatres; Joyce O'Hara, MPAA; Charles L. O'Reilly, A.B.C. Vending Corp.; E. K. O'Shea, Paramount; Martin Quigley; Charles M. Reagan, M-G-M; Phil Reisman, RKO Pictures; Herman Robbins, National Screen Service; George J. Schaefer; George Skouras, Skouras Theatres; Spyros Skouras, 20th Centurv-Fox; E. J. Smith, Jr., RKO Pictures; Gael Sullivan, TOA; Frank C. Walker, Comerford Theatres; Richard F. Walsh, IATSE; William A. White, Skouras Theatres; J. L. Wolcott, Pathe Laboratories.

To See 'Pride of St. Louis'

A special tribute will be paid to Dizzy Dean at the first annual "Dinner of Champions" of the American Baseball Academy at the Waldorf Astoria here on April 12, 1952. The hundreds of notables expected at the dinner will see a special preview of 20th Century-Fox's screen biography of Dizzy, "Pride of St. Louis," in which the pitcher is played by Dan Dailey.

Paramount Rides 'Tide'

Paramount has placed in the current issue of *Tide,* magazine of advertising and sales, a two-thirds page ad promoting George Stevens' "Something to Live For," starring Joan Fontaine and Ray Milland. The ad, written in gag text, offers "a really terrific opportunity for a top account executive."

Wis. Allied Approves Marcus Bidding Plan

MILWAUKEE, March 17.—S. J. Goldberg, president of Allied Independent Theatre Owners of Wisconsin, announced that the board of directors, has endorsed a plan to overcome the competitive bidding problem, as submitted by Ben Marcus, Wisconsin's national Allied director.

Marcus' plan suggests that if an exhibitor feels he can qualify for the run in question, rather than go through a bidding proposition and pay "exorbitant" film rentals, distributors give him a chance to prove what he can do with their product. As an example, the plan says, let the companies give him 50 per cent of their product for a given period. At the end of that period, if the exhibitor can qualify and give them the same approximate earnings as another account, he would then be eligible to continue the run on a split product basis. If he cannot qualify, he would go back to his original run and a competitive exhibitor would continue on his original run.

If the exhibitor, now enjoying a certain run, refuses to share it with his competitor and insists upon bidding, the distributor, according to the plan, must insist that the exhibitor accept one-half of the product.

Team Hornblow, LeRoy

HOLLYWOOD, March 17.—M-G-M is teaming producer Arthur Hornblow and director Mervyn LeRoy again for "Rose Marie," which will follow their currently shooting "The One Piece Bathing Suit." Hornblow and LeRoy will fly to Canada to scout location sites for "Rose Marie," which was made some years ago with Jeannette MacDonald.

Set New Crosby Film

Bing Crosby will star in a new Paramount film, "Little Boy Lost," which will be produced in France next fall by William Perlberg and George Seaton. Seaton will also direct and write the screenplay, to be based on the novel by Marghanita Laski.

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You're only hours away, by TWA, from Phoenix, Las Vegas, Southern California. Big savings with TWA's Family Half-Fare Plan and Sky Tourist flights. See your travel agent or call TWA.

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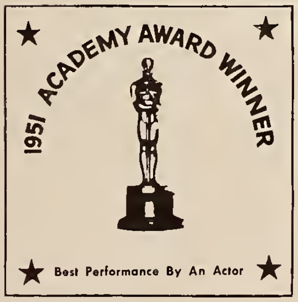
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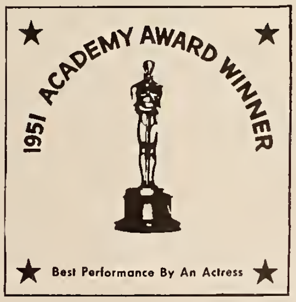
1951 ACADEMY AWARD WINNER
★ Best Performance By An Actor ★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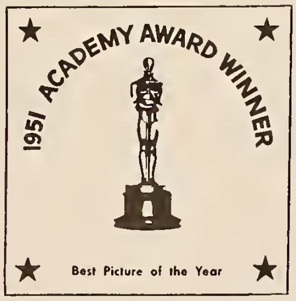
1951 ACADEMY AWARD WINNER
★ Best Performance By An Actress ★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1951 ACADEMY AWARD WINNER
★ Best Picture of the Year ★

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2" sq. Seals . . . for 14 x 20 window cards and 22 x 28 window cards	60c " "
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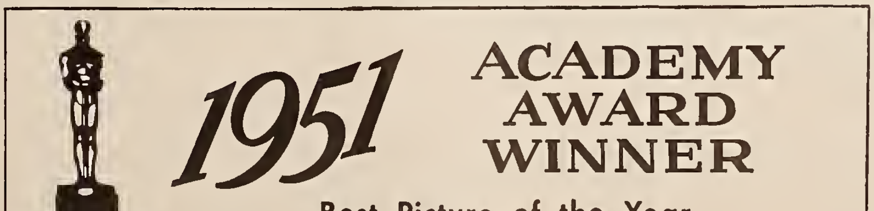
1951
ACADEMY AWARD WINNER
Best Picture of the Year

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

'Greatest'

(*Continued from page* 1)

currently in its 10th week at the Hall, will match the showcase's record run set by "Random Harvest," in December, 1942, to March, 1943. Comparable gross figures with "Random Harvest," the Hall management said, would not give an accurate picture because admission prices in 1942 and 1943 were lower than they are today.

However, the $1,355,000 estimate for the DeMille film is comparable to the Hall's biggest grosser, "The Great Caruso," which racked up a huge $1,395,000 for its ten-week engagement at the Hall in the summer of 1951.

Although the running time of "The Greatest Show on Earth" is longer than most features, the Hall has been able to maintain its four shows per day schedule by cutting its stage show. The audience turnover, however, was said to be slower because of the length of the film.

Aspen Will Produce Two Films for UA

Two stories from James A. Michener's "Return to Paradise" will be filmed by Aspen Productions for United Artists release, it was announced here by Arthur B. Krim, president of UA.

The first, which, according to present plans will be made with color in Technicolor, will be "Return to Paradise" and will star Gary Cooper. The second will be "Until They Sail."

Six New Theatres For Famous Players

OTTAWA, March 17.—Since Jan. 1, 1952, Famous Players Canadian Corp., and its associates have opened the Paramount theatre, Port Alberni, B. C., and Paramount theatre, Bathurst, N. B. Between now and June 1, they will open the Alouette, Montreal, Westwood, Islington, Ont., a new drive-in theatre at Moncton, N. B., and another drive-in at Ottawa.

Levy Abroad on Filming

Bill Levy who recently formed William B. Levy Enterprises, will leave here for Europe April 3, on the *Nieuw Amsterdam,* to set arrangements for production in Europe in association with both British and American interests. While in London Levy will confer with the directors of Odhams Press, Ltd., co-owners with him of Willbank Publications. Willbank publishes *Mickey Mouse Weekly.*

EXHIBITORS NEED...
THE TWONKY
YOUR BOXOFFICE NEEDS...
Arch Oboler's
THE TWONKY

Majors Take Milgram Case

(*Continued from page* 1)

opinion that the industry had a proclivity to "unlawful conduct" as the reason for branding incredible all testimony of distributors' officers and employes. "How long," the brief asked, "can that statement be permitted to prevent the distributors from receiving fair consideration in new matters not involved in the cases in which the statement was made? May the statement of this court growing out of an entirely different record continue to be used as the basis for setting aside findings of a trial judge, or, as in this case, for totally disbelieving uncontradicted testimony of officers and employes of eight separate concerns? Is a pattern of judicial conduct which denies to a certain class of litigants fair disposition of their cases something with which this court should concern itself?"

Practical Financial Reason

The distributors pointed out that there were many top-ranking conventional first-run theatres in the Allentown-Bethlehem, Pa., area. They stressed the importance of first-run showing at a "show-window" theatre to the subsequent success of the film in the area. Each branch manager told the court his company, for this practical financial reason, had determined independently and without any knowledge of what other distributors would do, to refuse to license first-run films to the drive-in, the brief stated.

Despite this testimony, and although there was no evidence to the contrary, the distributors continued, the trial judge "summarily labeled the distributors' testimony incredible, and reached the further conclusion that each distributor was conscious of the parallel action of the others, and that conscious parallelism was all the proof required to convict the distributors of a violation of the Sherman and Clayton Acts."

This trial court decision, the distributors added, was sustained by the Appeals Court in a two-to-one decision on the ground that "since the motion picture industry had been convicted and flayed by this court in the Paramount case, its officers and employe witnesses are unworthy of belief, and there could not have been similarity of action without a conspiracy."

The distributors said this ruling of the Third Circuit conflicted with the Fourth Circuit Court of Appeals decision in the Walbrook Amusement Co. case, which held that "similarity of action under substantially like circumstances affecting each distributor is not proof of conspiracy."

The distributors said that considering the Drive-in Theatre is available only to motorists, that it is open only part of a year, that it shows films only after dark and is seriously affected by adverse weather conditions, "it would seem to any fair-minded person that a normal business executive, responsible for the first-run exhibition of motion pictures where they will gain the best reputation so as to enhance their subsequent-run income, would prefer first-run in a conventional theatre in the heart of the business district." Even if the decision were not financially sound, the brief argued, "any distributor is free to make it if it is made independently and without conspiracy, or agreement or combination with any other distributor or exhibitor."

If "conscious parallelism" justifies an inference of conspiracy, the high court was told, then the distributors have no means of preventing repeated inferences of conspiracy unless they conspire to create a divergence of conduct. Assuming each distributor indepently decided not to license the drive-in, the distributors said, they would have to agree that one or two distributors should license the drive-in so as to avoid a finding of "conscious parallelism."

In conclusion, the distributors said the case has "an importance which far transcends the particular decision." They cited the "flood of litigation throughout the U. S. against the distributors" since the Paramount case decision, and said that as long as this decision on conscious parallelism and the credibility of distributor evidence is allowed to stand, other district courts in the Third Circuit must follow this principle and the distributors are "at the mercy of the plaintiffs in the mass of litigation with which they are confronted there. With great earnestness, we submit that until this Court reviews the theories upon which the Circuit Court of Appeals is deciding cases in which motion picture distributors are involved, they cannot obtain fair consideration in that circuit."

Another 'Miracle' Delay

WASHINGTON, March 17.—Argument before the Supreme Court on the "Miracle" appeal, testing New York State's film censorship law, is now tentatively set for the week of April 21, according to court officials. It had been slated for the week of March 31, but was pushed back. The April 21 week is the last week the court will hear arguments this term, indicating the case will probably be one of the last to be decided before the court quits for the summer.

To View 'Convicts'

Columbia Pictures' "My Six Convicts" will be shown to 250 teachers attending the in-service course, through the joint cooperative effort of the Board of Education and the Organization of the Motion Picture Industry for the City of New York, today at the Roosevelt Memorial Hall, American Museum of Natural History.

N.Y. Grosses

(*Continued from page* 1)

line, U. S. A." at the Roxy, which also features a stage show. There, a solid $75,000 is seen for a first week.

"The Greatest Show on Earth" at Radio City Music Hall, continues doing fine. A swell $103,000 is seen for its tenth week, and it will stay, at least tying the house's run record.

'Boots Malone' Fair

At the Paramount, a fair $53,000 is forecast for the opening week of "Boots Malone" on the screen and Ella Fitzgerald headlining the stage bill. "Meet Danny Wilson" will bow at the Paramount March 26.

For the fourth week of "African Queen" at the Capitol a nice $30,000 is seen. The long-standing "Quo Vadis" at the Astor will be replaced March 27 by "My Six Convicts." "Quo Vadis," currently in its 20th week, is expected to gross a substantial $21,000.

Holding up well is "Sailor Beware" at the Mayfair where $22,500 is estimated for the seventh inning, while "Viva Zapata" at the Rivoli is forecast to do a good $13,000 for its sixth week.

"Snow White and the Seven Dwarfs" at the Criterion is doing excellently, with $20,000 seen for the fourth stanza. "The Captive City" will have its premiere there March 27.

At the Globe, "Smoke Jumpers" will replace "Hoodlum Empire" Friday, which is expected to bow out with a rather weak $11,500 for its second week. The re-issue of "A Streetcar Named Desire" is currently featured at the Warners, where "Bugles in the Afternoon" wound up its two-week run with a tepid $12,000 for its final five days.

Second Week Forecast

A fairly good $18,000 is forecast for the second week of "The Belle of New York" at Loew's State, where "Flesh and Fury" will bow in March 27.

Among off-Broadway houses, "Cry, the Beloved Country" at the Bijou is expected to gross a solid $8,500 for its eighth week, while a healthy $5,500 is seen for the 22nd inning of "The Lavender Hill Mob" at the Fine Arts Theatre. A satisfactory $4,600 is indicated for the fourth stanza of "The Woman in Question" at the Park Avenue.

At the Sutton, a fair $4,200 for the 10th week of "Tales of Hoffman" is forecast, while a robust $9,000 is seen for the 28th week of "The River" at the Paris. "Navajo" at the Baronet is doing fairly well, with $2,900 indicated for the fourth stanza.

"Royal Journey" at the Guild Theatre is proving a solid attraction with the third week expected to rack up $7,500.

Renown Gets Rights to 5

Acquisition of United Kingdom distribution rights for a series of five new American features has been set by Richard Gordon, president of Renown Pictures of America.

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RKO Files

(*Continued from page* 1)

Activities Committee, and who "on constitutional grounds" refused to answer the question of whether they were Communists.

RKO named screen writer Paul Jarrico as defendant. Hughes, managing director of production of RKO, declared: "As long as I am an officer or director of RKO Pictures Corp., this company will never temporize, conciliate with, or yield to Paul Jarrico or anyone guilty of similar conduct."

Discarded All Manuscripts

RKO charged in Los Angeles Superior Court that Jarrico refused to tell whether he was a member of the Communist Party because to do so "might tend to incriminate" him. RKO's complaint for declaratory judgment stated that RKO discharged Jarrico and discarded all manuscripts written by him for the motion picture "The Las Vegas Story." RKO asked the court to determine that RKO is not required to pay Jarrico's demands for money for alleged damages, and that RKO is not obligated to Jarrico in any way, either for screen credit or otherwise.

Howard Huges stated:

"A great deal of pressure has been brought to bear upon me to pay off and settle Jarrico's demands out of court.

"It would be much simpler, easier, and probably cheaper to pay what Jarrico demands than to resist. And at first, it seemed the sensible decision to pay off and forget this matter. Just get it over with and proceed to more productive duties.

'Sensible Thing'

"And maybe it is the sensible thing to do. The RKO executives, attorneys and I have our hands full to try and run a successful company operation in these times, and we do not have the man hours for the endless depositions, harassment, legal study, conferences and preparation which are necessary to fight a lawsuit. However, for several days now, I have been giving this matter my most careful and conscientious thought. I have reached a decision and it is final and irrevocable, regardless of what it leads me to.

"As long as I am an officer or director of RKO Pictures Corp., this company will never temporize, conciliate with, or yield to Paul Jarrico or anyone guilty of similar conduct."

In the complaint field today, RKO stated that, after discharging Jarrico, RKO then hired a new writer to write an entirely new script, and that the picture was made from this new script, which contained nothing whatever created by Jarrico.

The complaint charged that, because of these facts, the RKO studio suffered a delay in starting production.

Stars to Aid Crippled

Several personalities in the entertainment field have accepted invitations to serve as sponsors of the 1952 Easter Seal campaign of the National Society for Crippled Children and Adults. Jack Benny is chairman for radio and television. Others include Sid Caesar, Mr. and Mrs. Ronald Colman, Joan Crawford, Bing Crosby, Jimmy Durante, Bob Hope, Mr. and Mrs. Jim (Fibber McGee and Molly) Jordan, Art Linkletter, Don McNeill, Don Quinn and Doris Day.

Hit Monopoly Charge

(*Continued from page* 1)

where UPT has the only theatre would ABC be affiliated with the only radio or television station. In most cities, he indicated there would be both theatre and broadcasting competition.

Coyle said that ABC's net after taxes in 1951 was $369,000, but that there was a decline in television sales in December, and in January the network actually had a loss.

After divestiture, UPT would have 644 theatres in 297 cities, hearing examiner Leo Resnick was told. In those cities, there are 544 competing first-run theatres and 3,249 competing subsequent run theatres, Coyle said. He added that in none of the 297 cities would UPT have the only theatre, and in only 20 small cities would it have the only first-run theatre. And ABC does not operate in any of those 20 cities, he stated.

There would be 479 cities in which either ABC would have a broadcasting outlet or UPT a theatre outlet, Coyle said. He declared ABC would have a radio or TV outlet in 181 cities in which UPT would have no theatres, that UPT would have theatres in 176 cities in which ABC has no broadcasting outlet, and there would be only 122 cities in which both companies would have outlets.

Coyle said UPT would have theatres in only 14 of the 51 cities where ABC is affiliated with the only AM station in town, and in each of these 14 cities there would be at least one competing theatre. As for television, the Commission was told, ABC owns five stations and is affiliated exclusively with two and non-exclusively with 57. In the five cities where ABC owns TV outlets, there are at least two other competing TV stations and more theatres owned by non-UPT companies than owned by UPT, Coyle stated, and added that ABC is not affiliated with the only TV station in any city where UPT has the only theatre.

The ABC official pointed out that the combined ABC-UPT gross in 1950 would have been less than 25 per cent of the RCA gross. He also inserted official FCC figures to show that broadcasters, newspaper publishers and manufacturers own far more TV stations and have far more applications pending than do film companies.

Other ABC witnesses on the stand today were secretary and general counsel Geraldine Zorbaugh; vice president and director C. Nicholas Priaulx; assistant research manager Frank James; and Dr. Frank Kear, consulting engineer. They discussed the structure of the network, programming, finances and other questions.

Boxing Trust Suit

(*Continued from page* 1)

of professional championship boxing matches. Prepared by Department of Justice attorney's Harold Lasser and Harold J. McAuley, under the supervision of Melville C. Williams, chief of the New York anti-trust office, the complaint contends that "the public as well as the contestants, promoters, radio and television broadcasters and others engaged in this business is entitled to a free competitive market in a business which commands such wide public interest."

Named as defendants in addition to the two clubs were the Madison Square Garden Corp. of New York, James D. Norris of New York, and Arthur M. Wirtz of Chicago. Norris and Wirtz together with the Madison Square Garden Corp. are the principal stockholders of the IBC of New York and Illinois.

U-I Welcomes

(*Continued from page* 1)

gene Walsh, Charles Simonelli, Harold Rubin, Harry Fellerman, Philip Gerard, Jeff Livingston, Henry A. Linet, Fortunat Baronat, Felix Sommer, Irving Weiss, Joseph Mazer, Robert Ungerfeld, Morris Alin, Milton Livingston, Jack Huber and Maurice Myron.

Raise Prices for 'Show'

BOSTON, March 17.—The Metropolitan Theatre here has hiked admission prices for Cecil B. DeMille's "The Greatest Show on Earth." The new prices are as follows: Thursday, Friday, Monday, Tuesday and Wednesday, 90 cents from opening until 5:00 P.M. and from 5:00 P.M. until closing, $1.25; on Saturday until 1:00 P.M., 90 cents, and from 5:00 P.M. until closing, $1.25. The Sunday price, is $1.25 all day. Children's price, under 12 years, is 50 cents at all times.

Pathe Color

(*Continued from page* 1)

cess are now underway on the Coast, Wolcott added; three studios are interested in making features using Eastman color. The color expansion in the East, he explained, is being duplicated in Pathe's present Hollywood laboratory, where new equipment is being bought and black-and-white equipment is being converted to handle color.

Wolcott said most revenue of Pathe Laboratories still comes from the processing of theatrical motion pictures and while he sees some adjustment in the industry as a result of home TV, the Pathe executive said there will always be a thriving theatrical film industry. It is on the basis of this belief, Wolcott explained, that Pathe has begun its $1,000,000 expansion program.

At present, Pathe handles the output of Universal Pictures, in addition to newsreels of Warner, Universal and NBC-TV, and also processes United Artists and RKO Pictures, the latter films on the Coast.

'The River' Is Cited

A proposal that the board of governors of the Academy of Motion Picture Arts and Sciences consider a special award for "the most significant cooperative international achievement" has been made by the General Federation of Women's Clubs. Besides the proposal, the Federation forwarded its nomination of "The River" for the projected award.

WTO Meeting Sept. 1-5

SAN FRANCISCO, March 17.—Western Theatre Owners, Inc., will hold its 1952 annual convention in the Feather River Inn, Blairsden, Cal., Sept. 1-5, it is disclosed by president Rotus Harvey.

Compo Fight

(*Continued from page* 1)

members of the new committee, which is under the co-chairmanship of Robert J. (Bob) O'Donnell and Col. H. A. Cole, is due to be held following the former's return around April 5 from a vacation abroad.

Arthur L. Mayer, COMPO executive vice-president, and Robert W. Coyne, special counsel, are the officials who have been preparing the data which is expected to be the basis for discussion at the first tax committee meeting.

The campaign of the previous COMPO tax committee, which was under the chairmanship of Abram F. Myers of national Allied, was at the point of winning at least a reduction of the Federal tax when the Korean War broke out and spoiled hope of a reduction of the Federal military budget.

Inequitable for 2 Reasons

"We who are close to the business," said Mayer, "are convinced that this type of taxation is inequitable for two reasons: It bears most heavily on that part of the public least able to pay, and it threatens the well-being of our industry. Not only do we hope to convince Congress of this fact but we hope to make representations to the U. S. Treasury as well. We have found Treasury officials open-minded and we know them to be constantly evaluating taxes in the light of their effect on the economy—not only the national economy but the economy of the industries involved and the population sectors immediately affected. Congress naturally is the agency that can grant relief. No effort will be spared, however, to make an ally of the Treasury Department, whose recommendations properly have great weight with Congress."

Mayer stated that he was forwarding to the COMPO tax committee copies of the Treasury's study and recommendations.

Bldg. Code Hearing Set in Puerto Rico

By E. SANCHEZ ORTIZ

SAN JUAN, P. R., March 16 (By Airmail).—The Puerto Rico planning board has prepared a building code that will be submitted to public hearings March 30, before it is finally approved.

This regulation is being prepared in accordance with the provisions of Act No. 168 of the Insular Legislature, authorizing the planning board to adopt and enforce a building code that will cover security, stability and health conditions of all buildings constructed in Puerto Rico, including motion picture houses.

Galindo to Handle Selznick Product

MEXICO CITY, March 17.—Pedro Galindo, producer-distributor, will distribute Selznick pictures in Mexico during the next four years under a contract he made with Fred S. Gulbranson, Selznick manager here. Of late, various Mexican distributors have handled Selznick productions in this country. Coincident with the making of this deal, Galindo announced that he will produce six pictures this year.

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VOL. 71. NO. 54 NEW YORK, U. S. A., WEDNESDAY, MARCH 19, 1952 TEN CENTS

Allied Urges Arbitration Meet at Once

Demands Quick Action by Distributors, 'Or Else'

Allied States Association, through its president, Wilbur Snaper, yesterday coupled a threat of greater "militancy" in combatting trade practice difficulties with a bid for "speed" on the part of distribution in setting a date for an industry conference on arbitration.

Wilbur Snaper

At a press conference held in his office here, Snaper hinted that Allied would welcome at this time an arbitration conference with even the "few" distributors who have indicated

(*Continued on page* 4)

'Red' Probers Hail RKO's Jarrico Suit

Washington, March 18.—House Un-American Activities Committee Chairman John S. Wood used the occasion of the RKO Pictures' suit against writer Paul Jarrico to make it clear that he did not agree with the recent Committee report criticizing the film industry.

Congratulating Howard Hughes for filing the suit, Wood declared that he was "one member of my committee who has felt for some time that the

(*Continued on page* 4)

Sees 'New Heights' For Film Industry

Washington, March 18.—A conviction that the motion picture industry still has a "very good future" and has not yet "approached the heights" it will still reach was given as one of the reasons why the American Broadcasting Co. would like to merge with United Paramount Theatres.

In testimony yesterday before the Federal Communications Commission,

(*Continued on page* 5)

NT Hopes to Meet Decree Deadline on Sale of 90

By MURRAY HOROWITZ

Despite what was described as the current market decline in the demand for theatres, Charles P. Skouras, president of National Theatres, expressed hope yesterday that NT would be able to dispose of the 90 theatres required under the 20th Century-Fox consent decree within the deadline date of June, 1953.

The NT president has spent a week here discussing divorcement plans with 20th-Fox president Spyros P. Skouras, in addition to mapping details of the operation of the New York Roxy Theatre following divorcement. He will leave here today for his headquarters in Los Angeles.

National Theatres will acquire the Roxy and Skouras said he planned to retain David T. Katz as executive director.

Skouras said that the divorcement of the 20th-Fox parent company into two separate firms—production-distribution and exhibition—will be brought about on June 28. He added that the entire program will be outlined at NT's annual convention in Los Angeles which begins on Monday.

The convention program, Skouras

(*Continued on page* 4)

Eidophor Now Being Installed at 20th

Installation of 20th Century-Fox's Swiss CBS color theatre TV Eidophor equipment in the company's preview room at the home office is now in progress, Charles P. Skouras, National Theatres president, revealed here yesterday.

The equipment arrived by air freight from Zurich, Switzerland. Skouras said a demonstration is planned in about another three weeks. The pilot model, Skouras added, probably will offer a more imposing demonstration here than in Switzerland. Engineers, he inferred, have improved on the equipment since the last demonstration.

U.A. Product for A Year and A Half Outlined at Meet

Boston, March 18.—United Artists product for all of 1952 and half of 1953 was outlined to company sales field men at meetings conducted here yesterday and today by UA vice-presidents William J. Heineman and Max E. Youngstein.

For the first time in the company's history, the UA sales staff can project merchandising campaigns for

(*Continued on page* 4)

Annual MPAA Meet Set for March 31

Notices setting the annual meeting of the Motion Picture Association of America for March 31 in New York have been sent out by Sidney Schreiber, MPAA secretary.

At the meeting, the MPAA membership will elect a board of directors for the coming year and the new board in turn will elect officers. It is expected that all present officers will be reelected. Other business to be disposed of includes the appoinment of standing committees for 1952-53.

Columbia Officers Are Re-elected

Harry Cohn was re-elected president of Columbia Pictures Corp. at a meeting of the board of directors, it was disclosed here yesterday.

Other officers re-elected include: Jack Cohn, executive vice-president; A. Schneider, vice-president and

(*Continued on page* 4)

New England Heart Award to Mullin

Boston, March 18. — The Variety Club of New England's "Great Heart Award" this year will be presented to Martin J. Mullin, president of the Children's Cancer Research Foundation of the Children's Hospital of Boston, and president of New England Theatres. The award is given each year by the club to the individual who has done the greatest amount of good for the greatest number of people.

The presentation will be made by Chief Barker Walter Brown at a board of directors meeting of the club on Monday, April 7.

Skouras Can't Accept Compo Presidency

Notifies Organization; O'Donnell Not Available

Spyros P. Skouras, president of 20th Century-Fox, has officially notified the Council of Motion Picture Organizations that he will be unable to serve as president.

Skouras was elected to the post Feb. 21 while he was in Zurich, Switzerland, on a business trip. Since his return to New York he has had under consideration the advisability of accepting the post. A final effort to persuade him to do so was made by COMPO officials late last week. It was unsuccessful.

Pressure of work in the immediate future and for the remainder of the year is the reason for Skouras's belief that he will not have sufficient time this year to do justice to the COMPO position, and which decided him against taking it. Skouras not only is taking an active role in the introduction here of the Swiss large-screen television system, Eidophor, which he and his company regard as of major importance for the near future, but 20th Century-Fox also will be engaged

(*Continued on page* 4)

Advance State Bill On Educational TV

Albany, N. Y., March 18.—The Assembly passed today and sent to the Senate a Rules Committee bill creating a temporary 15-member commission to study the use of television for educational and cultural purposes. The commission would have an appropriation of $25,000.

A "legislative declaration" states that the Federal Communications Commission is currently proceeding with the allocation of channels to be used exclusively for educational TV.

SAG and SIMPP Set New Labor Contract

Hollywood, March 18.—Screen Actors Guild and the Society of Independent Motion Picture Producers today announced agreement on terms of a new collective bargaining contract, which embodies all of the provisions in the recently negotiated contract between SAG and the Association of Motion Picture Producers.

MPAA Group Plans Application of 'Movietime' Abroad

The International Film Relations Committee of the Motion Picture Association of America yesterday explored at a meeting here the possibility of using elements of the Council of Motion Picture Organizations' "Movietime" campaign as a basis for similar business-building drives in a number of overseas markets.

At the meeting, Lawrence H. Lipskin of Columbia International was named to succeed Gerald R. Keyser, ad-publicity head of Warner International, as chairman of the committee for the next one-year term. Lipskin is in charge of public relations and assistant to Joseph A. McConville, president of Columbia International.

A sub-committee will be appointed shortly to study aspects of the "Movietime" campaign in relation to its adaptability in various foreign countries, and to formulate recommendations for submission to the full committee.

The committee adopted a resolution to invite visiting American film executives from abroad to attend subsequent meetings to share with the group first-hand information on public relations problems in overseas territories. First guest will be Marc M. Spiegel, MPAA International Division representative in Germany and France, who will arrive in New York this week.

Present at the meeting, in addition to Keyser and Lipskin, were: Dave Blum and Rosa Lewis, Loew's; Linda Salzberger, Paramount; Herbert Jaffey, 20th Century-Fox; Roberta Daniell, Republic; Sam Cohen, United Artists; Alfred Corwin and Walton Thomas of MPAA.

Another Promotion For 'Beanstalk'

Warner has set a Coast-to-Coast promotion with the dairy and poultry industry on "Jack and the Beanstalk," designed to reach thousands of wholesalers, retailers, and directly into the nation's homes. The tie-up is one of several kick-off promotions on the Abbott and Costello Exclusive production in SuperCinecolor which Warner will distribute for the Easter season.

Tribute to Gross Monday

Buffalo, March 18.—Myron Gross, who was manager of the Schine booking office here for 10 years and who recently took over the management of Co-Operative Theatres of Buffalo, will be given a testimonial dinner Monday evening at Tent No. 7, Variety Club of Buffalo. Gross is a former chief barker of Tent 7.

New 'Nostradamus' Series

A new series of "Nostradamus" shorts will be produced for 1952-53, according to Fred Quimby, head of the M-G-M short subject department. Carey Wilson, who produced the first "Nostradamus" subject eight years ago, will be executive producer.

Personal Mention

AL LICHTMAN, director of sales for 20th Century-Fox, returned here yesterday from the Coast.

•

Maurice Silverstein, M-G-M regional director for Latin America, now in New York, will leave here Friday for the company's week-long sales conference in Rome.

•

Sam Eckman, Jr., managing director for Loew's International in Great Britain, has delayed his departure from here for England indefinitely due to an eye infection.

•

Gino Cervi, Italian actor, will arrive here today aboard the *S. S. Ile de France* to assist in the promotion of the Italian-made "Les Miserables."

•

Arthur Canton, Eastern M-G-M promotion divisional head, will leave here today for Philadelphia.

•

G. S. EYSSELL, president of Rockefeller Center, Inc., and chairman of the board of directors of Radio City Music Hall, left here yesterday for Europe.

•

Sol A. Schwartz, RKO Theatres president, will arrive in Los Angeles today from New York, accompanied by Matthew Polon, out-of-town film buyer for the company. Schwartz will go to San Francisco before returning here over the weekend.

•

Edward L. Hyman, vice-president of United Paramount Theatres, accompanied by his assistant, Bernard Levy, is visiting theatres of Penn-Paramount Corp. in Pennsylvania and will be back here tomorrow.

•

J. Milton Salzburg, Cornell Films president, has left here for the Coast to attend the Academy Awards ceremonies.

Six Percentage Suits Settled Out of Court

Cleveland, March 18.—Upon the filing of a stipulation "that the defendant, having accounted to the plaintiff and having paid in full the amount found to be due," six percentage actions brought by distributors against Mrs. Nazera Zegiob, have been settled. The actions were by Columbia, Universal, RKO Pictures, 20th Century-Fox, Paramount and Loew's. They involved the Dreamland, Elvira and Pearl theatres in Loraine, Ohio, and the Liberty in Vermilion.

Jones, Day, Cockley and Reavis, of Cleveland, represented the distributors, with Sargoy and Stein, New York, of counsel.

Mayor Urges DeSica To Make Film in N.Y.

At welcoming ceremonies yesterday at City Hall, New York's Mayor Vincent R. Impellitteri urged visiting Italian producer-director Vittorio DeSica to film a picture in this city. To do so would be "good for the city, its business and its people," Impellitteri told DeSica. Newsreel cameras recorded the meeting.

DeSica, in thanking the Mayor for his remarks, assured Impellitteri that the latter was warmly regarded by the people of Italy. The producer was honor guest last night at a reception given by the trustees of the Museum of Modern Art at that institution here.

Canadian Board Will Be Probed

Ottawa, March 18.—A special Parliamentary committee of 25 members will conduct an investigation of the Canadian National Film Board, it was disclosed here by Minister of Resources Winters. The committee will have power to summon witnesses.

March is American Red Cross Month. GIVE.

Censors to View 'Latuko' Friday

A special screening of "Latuko," the African documentary being withheld from theatrical distribution in New York State by the Motion Picture Division of the Board of Education, will be viewed here Friday by members of the special committee appointed by the board to review the film.

The screening was scheduled following objections to requested board revisions regarding the nudity of natives. The American Museum of Natural History, which is sponsoring the film, has rejected the proposed revisions, contending that cuts would rob the documentary of its authenticity.

A spokesman for the Museum said it has already forwarded its brief outlining the Museum's position to the Albany censor board. The screening of the film, which also failed to gain a Production Code seal, will be held in the Division's offices here. It is being released elsewhere for theatrical distribution by Producers Representatives, Inc.

'Son John' Opening At Capitol April 8

The world premiere of Leo McCarey's "My Son John," which marks Helen Hayes' return to the screen after an absence of 17 years, will take place at the Capitol Theatre here on April 8. Robert Walker and Van Heflin are co-starred in this Paramount picture.

Goldstein on 'Captive'

Jack Goldstein, who is completing a nationwide tour as special U.A. exploitation representative on "The African Queen," has been engaged to handle publicity and exploitation for the New England premiere of "The Captive City," it was announced here by Francis M. Winikus, United Artists' national director of advertising-publicity.

Newsreel Parade

PRESIDENT TRUMAN'S talk before school editors, and overseas news are current newsreel highlights. Other items include human interest flashes and sports. Complete contents follow:

MOVIETONE NEWS, No. 24—Truman addresses school editors. Cuban president flees to Mexico. Eisenhower in France. Sons of Erin hail St. Patrick. Gen. Marshall honored. Pope appeals for Bishops' fund. Basketball. Golf.

NEWS OF THE DAY, No. 258—President Truman addresses students. Korea report. India honors Mrs. Roosevelt. St. Patrick's Day Parade. Elephant jam session. Sports: Basketball. Skating.

PARAMOUNT NEWS, No. 61—Paris sees Moscow's Olympic stars. President Truman addresses students. Elephant trio wows Berlin. Sports exclusive: All-time Yankees, on 50th anniversary.

TELENEWS DIGEST, No. 12A—Korea air war. British labor split. Detroit UAW ousts Reds. Red guards flee to Western Germany. Washington hunt for uranium. Sports: Florida stock-car race.

UNIVERSAL NEWS, No. 544—President Truman before school editors. Iwo Jima anniversary. Jet pilots. "Steel Town" debut. Critics hail Dali paintings. Sport flashes: Basketball.

WARNER PATHE NEWS, No. 63—Korea air war. NATO sea maneuvers. Trieste: refugees still a world problem. NATO pilots get wings. Fashions trace Hawaiian history. Leopard triplets. Baby hippo takes first swim. Basketball.

'McCall's' Features 'Singin' in the Rain'

"McCall's Goes to the Movies," that magazine's new front-of-the-book motion picture feature, gives top billing in the April issues—on newsstands today—to M-G-M's "Singin' in the Rain." The issue also carries a two-column story, "Mail-Order Star," which describes the operations for handling the fan mail of Paramount's Alan Ladd.

Remaining columns in the new "Going to the Movies" feature are devoted to RKO Radio's Howard Hawks' production, "The Big Sky," starring Kirk Douglass, and 20th Century-Fox's "With a Song in My Heart," which stars Susan Hayward.

Services for Hutton

Albany, N. Y., March 18.—A requiem mass will be celebrated at St. Frances De Sales Church, in Troy, tomorrow, for Frank W. Hutton, 47, former manager of the State and Strand theatres in Schenectady. Hutton, sales manager for a local fuel company, formerly worked in Schenectady for Farash Theatres, then owned by W. W. Farley (his father-in-law), and William M. Shirley. The widow, a brother and a sister survive.

William Healy Dies

William Healy, film industry veteran who was associated with United Artists' exploitation operations for some 25 years, died Sunday in this city. Burial will take place in Philadelphia. He is survived by the widow.

Reisinger in New Post

Indianapolis, March 18.—William Reisinger, a veteran of Loew's, has been named advertising manager of Greater Indianapolis Theatres.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

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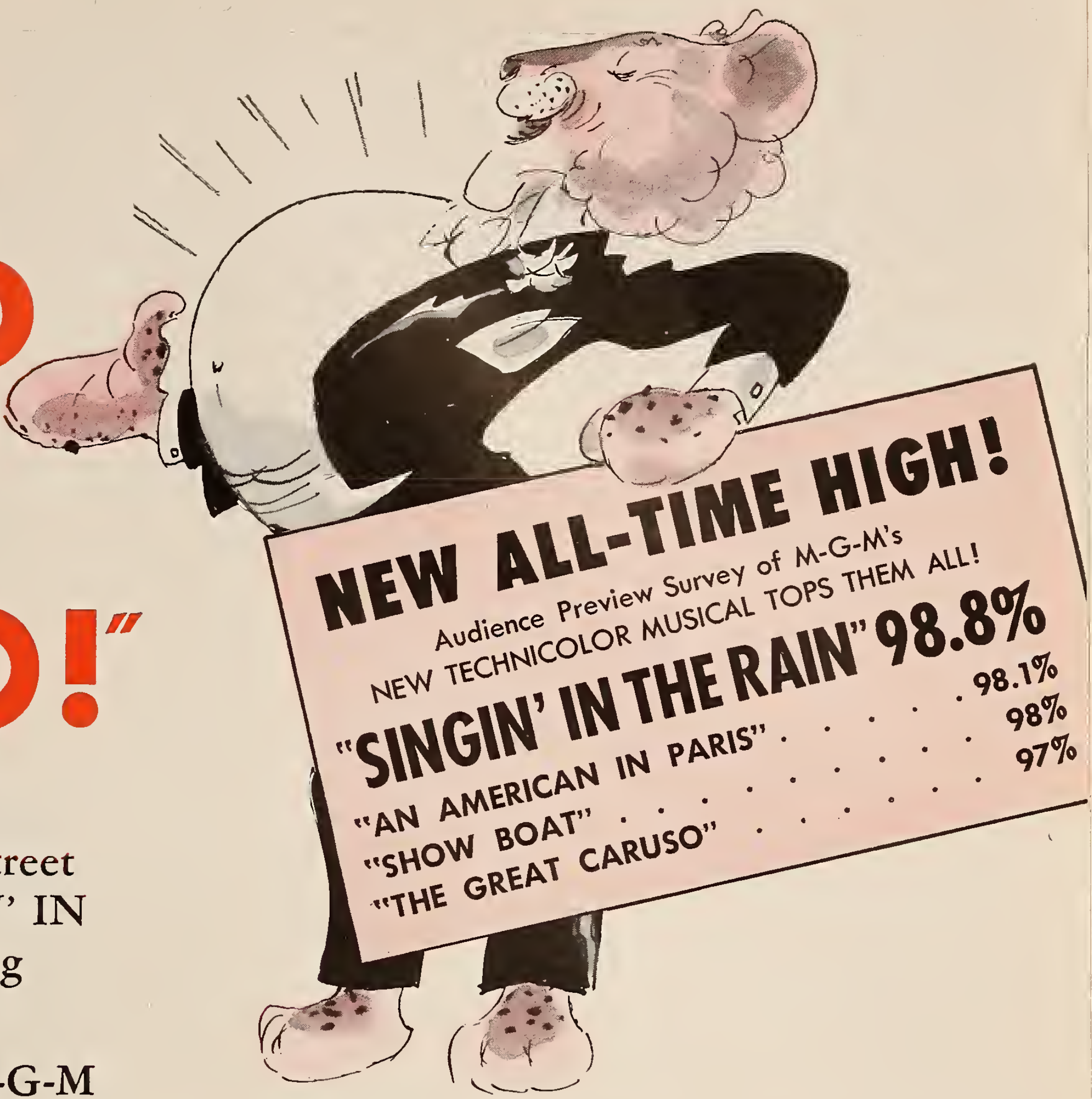
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"AN AMERICAN IN PARIS" 98.1%
"SHOW BOAT" 98%
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Lyrics by ARTHUR FREED • Music by NACIO HERB BROWN
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P.S. The Good News Studio has just screened the new Tracy-Hepburn comedy "Pat and Mike"—sensational! The Sneak Preview of "Lovely To Look At" spectacular Technicolor Musical confirms forecast of another smasheroo. Already previewed and tabbed for the BIG MONEY are "Ivanhoe," "Scaramouche," "The Merry Widow," "Skirts Ahoy!", "Because You're Mine," all of them Technicolor. And look for Big Things from "Carbine Williams."

NT Hopes

(Continued from page 1)

continued, will deal with the selection of a board of directors for the new theatre company. The board, he added, will have its headquarters in Los Angeles.

He described current theatre business as "fair," blaming the combination of the high cost of living, installment buying and TV for the drop in revenues as compared to last year.

Theatre TV plans of NT, which will retain about 420 theatres after divorcement, are being held in abeyance pending a ruling by the Federal Communications Commission on the industry's bid for frequencies, Skouras stated. He said he differed with the views expressed by Leonard H. Goldenson, United Paramount Theatres president, that theatre television is "only incidental" to the theatre program. Goldenson expressed his theatre TV views last week before the FCC in Washington.

Skouras reaffirmed his viewpoint that theatres should band together and telecast their own TV entertainment to their large screens. Such entertainment, in addition to the sponsoring of fights, wrestling matches and other events, would be a boon to theatres, Skouras added. A necessary ingredient of such TV programming would be color as exemplified in the 20th-Fox Swiss CBS Eidophor system, he declared.

Asked if NT would join the Council of Motion Picture Organizations, Skouras said that he had "nothing against" COMPO, but for economy reasons felt that NT should not become a dues-paying member of COMPO. He pointed out that he, as chairman of the board of the Theatre Owners of America, is active in one theatre organization which is a member of COMPO.

'Red' Probers Hail

(Continued from page 1)

responsible members of major producers are sincerely trying to eliminate men and women of subversive tendencies from the industry."

Wood said that it was "very pleasing" to him that "Hughes has taken this positive position along with other producers who have similarly announced and put in practice these same sentiments. This position taken by Mr. Hughes along with other members of the industry who have taken similar action should be a strong incentive to every member of the producing industry to do likewise, which would place the entire industry in a most enviable position with the American public."

Rep. Donald Jackson, California Republican and one of the House Un-American Activities Committee members most critical of the film industry, today also hailed the RKO Pictures suit against Jarrico as "one of the healthiest expressions to come out of any industry in many months."

Jackson said six witnesses before the Committee had identified Jarrico as a one-time Party member, and that Jarrico had a long record of Communist front associations. He congratulated RKO and Howard Hughes on the initial decision to fire Jarrico and today's suit to "make the firing stick."

The action, Jackson predicted, would have "widespread public approval through the country and here in Washington."

Representatives Walter, Velde, Potter and other members of the Un-American Activities Committee were out of town and could not be reached for comment.

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MOTION PICTURE DAILY

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Allied Urges Arbitration

(Continued from page 1)

to the organization a willingness to meet on the subject. He declined to identify the "few."

Emphasizing that he was not speaking for himself alone but for the entire Allied membership, Snaper issued a warning that the industry soon would witness its greatest flood of legal actions unless distribution indicates forthwith that it is willing to "sit down and work out the problems common to many exhibitors."

Fearful that distribution sales executives and attorneys might be "analyzing into oblivion" the proposals they have received regarding arbitration from Allied and Theatre Owners of America, the Allied president said the setting of a conference date was infinitely more important than any pre-conference pondering and discussion about whether rentals or anything else are arbitrable.

He charged increased distributor discrimination against independent exhibitors with respect to runs, "special" pictures, pre-release engagements, bidding and pricing, and at the same time reminded that the TOA and Allied arbitration proposals were just that — proposals, and not necessarily the provisions of any system of arbitration upon which exhibition and distribution might agree.

The TOA and Allied proposals were somewhat parallel, although Alled's specified rentals along with other suggested issues for arbitration, and TOA's recommended the appointment by the U. S. Secretary of Commerce of a national arbitration chief with a salary of possibly $25,000 per year. Some distribution executives have stated they will not agree to arbitration of rentals, and Allied leaders are known to have looked askance at an "expensive" setup such as TOA suggested.

Snaper is of the opinion that distributors have had sufficient time in which to study the TOA and Allied plans preparatory to setting a date for an arbitration conference. Copies of both plans were sent to distributors the latter part of last month. TOA's encompassed six typewritten pages, but Allied's, termed an "initial draft, with further details waiting on a show of interest by distributors," amounted to a 16-page printed memorandum. Exhibitors spent about five months drafting the proposals. They have been in distributor hands less than five weeks.

The Allied president said the organization's film committee, of which he is co-ordinator in New York, has succeeded in getting "satisfaction" from the film companies "nine times out of 10" when complaints were discussed. However, he added, "no one man or committee can continue to handle such a great number of complaints." He pointed to arbitration as the possible solution, but reminded at the same time that Allied does not perceive in arbitration "a panacea" for the film industry's trade practice ills.

Asserting that sales policies that permit "special" pictures to have "pre-pre-release, pre-release and then general release" runs tend to leave only "crumbs" for the subsequent-run house, Snaper said such policies must be revised to give the subsequent a "break."

There are a number of "sound thinkers" in Allied, Snaper said, who are pressing for government interference in the industry to the extent of recommending that production and distribution be converted into a public utility. Setting up an arbitration system, he held, could serve to keep this viewpoint from capturing the imagination of a broad body of exhibitors. "We don't want trouble," he added, "but the distributors have got to know we're not kidding."

Columbia Officers

(Continued from page 1)

treasurer; A. Montague, N. B. Spingold, B. B. Kahane, Lester W. Roth, Joseph A. McConville and Louis J. Barbano, vice-presidents; Charles Schwartz, secretary, Mortimer Wormser and Leo Jaffe, assistant treasurers; David Fogelson and Duncan Cassell, assistant secretaries; C. B. Wikoff, controller.

UA Product

(Continued from page 1)

almost a year ahead, the two sales heads disclosed. United Artists' schedule provides for a program of 36 pictures each year.

The Boston meeting launched a series of sales get-togethers at United Artists branches throughout the country. Attending were Harry Segal, branch manager; Ken Robinson, sales manager; Joe Callahan and Al Fecke, salesmen, Max Burlone, office manager; Sam Levine, booker, and Sidney Cooper, New Haven branch manager.

Heineman and Youngstein left for Buffalo for the second meeting, which opens tomorrow, continuing a tour which ultimately will cover every branch in the U. S. and Canada to provide the entire UA personnel with a picture of current and future operations.

United Artists Gets Feature From Gardner and Levey

"The Slasher," with Adam Williams, Meg Randall and Edward Binns, has been acquired for distribution by United Artists.

It was produced by Arthur Gardner and Jules Levey for Allart Pictures.

5 Reply to Allied Arbitration Bid

Washington, March 18.—Allied States Association general counsel Abram F. Myers said Allied had received replies from five of 10 distributors to whom it submitted its arbitration plan.

Four of the five replies were formal acknowledgments and no more, Myers said, while a fifth expressed interest but made no commitment. Myers refused to identify any of the companies and also declined to make any further comments on Allied president Wilbur Snaper's New York press conference on arbitration held today.

Skouras Can't Accept

(Continued from page 1)

this year in divorcement and reorganization under the Federal consent decree entered into by the company in settlement of the government antitrust litigation.

Although under the decree, 20th-Fox has until June of next year in which to complete divorcement, the company has set next June 28 as its target date for the separation of its production-distribution operations from theatre operations. A corporate reorganization of the company is a corollary of divorcement and will make extra demands on Skouras' time. In addition, the 20th-Fox president is known to be anxious to visit and inspect some of the company's foreign operations and interests this year, which have not had his attention for some time.

In declining the COMPO post for those and other reasons, Skouras is said to have expressed a willingness to accept the COMPO presidency or other office next year, should his services be desired.

It is also learned that Robert J. O'Donnell, head of COMPO's tax committee, who had been suggested as an alternate in the event Skouras was obliged to decline the COMPO presidency, will not be available for the post. O'Donnell is now on a European tour.

Arthur L. Mayer, COMPO executive vice-president, who submitted his resignation at the February board meeting; Robert W. Coyne, COMPO counsel, and Charles E. McCarthy, COMPO information director, now are canvassing other possibilities for submission to member organizations.

It is reported without confirmation that an effort may be made to induce Ned E. Depinet, RKO Pictures president, to resume the COMPO presidency at least for an interim period, or to get William F. Rodgers, Loew's vice-president, to take the reins, at least until the next COMPO board meeting and an election can be held. Both men are known to be personally reluctant to do so.

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TV Devotees Are Returning to Films

Cincinnati, March 18.—An unofficial survey of the Cincinnati territory reveals that television, once a competitive thorn in the exhibitor's side, no longer constitutes a major threat to the treatre. Exhibitors point out that a great number of former patrons who deserted the screen when their TV sets first were installed, again are turning to the theatre as their source of entertainemnt, adding that the higher grosses recorded recently by local theatres and those in some nearby situations, provides additional evidence of the trend.

Says Truman Would End Media Program

WASHINGTON, March 18.—Senator Mundt (R., S. D.) said today he was informed that President Truman is "prepared to recommend" an end of the information media guaranty in the foreign aid program.

He bitterly attacked such a decision, declaring the government actually made a profit on the media program.

Under the guaranty program, the Economic Cooperation Administration (now part of the Mutual Security Agency) has been guarantying film companies, book and magazine publishers and other convertibility of certain amounts of their earnings for sending their products to Germany and other European countries.

Mundt said the U. S. Budget Bureau and Mutual Security Agency had drawn up a list of functions no longer necessary to the foreign aid program, and that the information media guaranty program was on the list. He praised the program as "conducting a very worthwhile service in bringing American publications, books, and films to the attention of people in foreign countries where there are dollar shortages," and emphasized that this had been done "without cost to the American taxpayer." He pointed out that a charge of one per cent is made, and that as a result the operation has actually built up a $190,000 profit for the Treasury.

Fox To Return 3 Wisconsin Houses

MILWAUKEE, March 18.—The Fox Wisconsin circuit will return the Orpheum, Parkway and Madison theatres at Madison to the original owners, the Arthur Levy interests.

Set U. S.-Brazilian Deal

HOLLYWOOD, March 18.—What is described as the first American-Brazilian co-production agreement has been reached by Bernie Luber with Alberto Audra of Sao Paulo, where Luber will film a color production with U. S. stars for Lippert release, based on the novel, "The Mysterious Amazonia," by Gustao Cruls.

Berk Leaves Parsonnet

Ben Berk, production and studio manager for Parsonnet Productions here, has resigned. A successor has not as yet been named.

Television--Radio

Comment and Opinion

AT a time when far too little good music is to be heard on television, NBC is trying to help fill that gap. Last Saturday's telecast of the Toscanini concert may have had its technical flaws—two strategically located cameras broke down—but it did again demonstrate the tremendous effectiveness of TV in bringing outstanding concerts into the home. Director Kirk Browning, though obviously handicapped, did a fine job and has a chance to try again next Saturday.

NBC's Sunday afternoon "Recital Hall," a much-acclaimed hit from the first time it went on the air, is another impressive and enjoyable musical offering, televised with a minimum of theatricals. The "Meet the Masters" films introduce viewers to some of the great artists of the concert world. The Marian Anderson picture was particularly good. On a lighter scale, NBC's "The Voice of Firestone" simulcast invariably attains high quality. ABC-TV's "Metropolitan Opera Auditions of the Air" is another good show.

☆ ☆ ☆

Fred Coe

If the Television Playhouse, sponsored on alternate Sunday nights over NBC-TV by Goodyear and Philco, rates high among the best and most consistently impressive shows on the air, the credit goes largely to producer Fred Coe, a young man with an enviable record in the art of electronic showmanship. He has been with the Playhouse since it started four years ago, turning out one full-hour program a week and defying the law of averages with a steady string of TV hits. Now 35, he wrote his first play at the age of 12 and was producing plays when only 18.

The Television Playhouse is prepared about eight weeks ahead and rehearsals for a show take up about eight days out of a 10-day schedule. The TV producer must of necessity spend more time digging for material and developing new writers than his Hollywood counterpart, says Coe. His program hasn't suffered as much from the rise in costs because "I don't use the star system," he observes. He uses two directors, but on occasions takes over himself. He also has done a film for television which has not yet been released.

Coe says he recognizes there is a trend towards Hollywood and the filming of the big shows, but insists that "there will always be a place for 'live' dramatic programs." As for the Playhouse, he says: "We don't do many big, spectacular scripts. That, we leave to the movies. We can do something equally well on 'live' TV." He thinks television production should be kept simple, adding: "There's too much money being spent on scenery and costumes."

☆ ☆ ☆

After an uneven start, the CBS "Television Workshop" is finally settling down into the experimental groove for which it is designed. Like so many other half-hour shows, this one, too, suffers from the severe time limitations which do not permit real plot development. Martin Ritt gave a fine performance Sunday in "The Rocket." Unfortunately, the skill of the actors was not matched by the quality of the script.

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Quite a few new shows coming up. "Gangbusters" starts on NBC-TV Thursday. . . . "Foursquare Court" moderately impressive in its bow over ABC-TV. . . . "Escape With Me" made a nice impression in the opening show over ABC-Radio. Kathi Norris is narrator and hostess. . . . "Police Story" starts over the CBS-TV network April 4. . . . "Dagmar's Canteen," NBC-TV's new variety show starts March 22.

☆ ☆ ☆

The trade's still buzzing over the executive realignment at CBS. Howard S. Meighan, president of CBS-Radio since July, 1951, and a vice-president of CBS since 1946, rejoins the corporation's general executive group. He is succeeded as CBS-Radio president by Adrian Murphy, who continues as CBS vice-president. . . . At NBC, Harry Bannister, general manager of WWJ and WWJ-TV in Detroit, is joining the network in an executive capacity starting April 14. Bannister is a veteran of 20 years in the broadcasting business. . . . At ABC, Leonard (Buzz) Blair has been named Eastern program director of radio. As Eastern production manager for the network he has been responsible for many outstanding ABC radio shows.

FRED HIFT

'New Heights'

(Continued from page 1)

ABC president Robert E. Kintner said his company reached its conviction after careful study of the motion picture industry.

Kintner, on the stand all day at the FCC's Paramount hearings, said that over the last several years there had been discussions of ABC merging with CBS and with two film companies, but that it had finally decided, after lengthy study of the field, to join up with UPT.

A major reason, he said, was UPT's good financial position and earning power. He stressed the dominance of CBS and NBC in the broadcasting field, and said the present situation would continue if ABC did not get additional funds. But if ABC could get more money, he declared, it would be able to put on better programs, invade new markets, and threaten the dominance of CBS and NBC.

The other reasons why ABC decided to link up with UPT were these, Kintner said: UPT's management, showmanship and skill; the company's top-quality personnel; and its "excellent" record through its Chicago television station WBKB in the home television field and through its part interest in New Orleans standard station WSMB.

Dietz Back From Product Confab

Howard Dietz, vice-president of Loew's and director of promotion for M-G-M, returned to New York yesterday from a month at the company's Culver City studios, where he saw new product, met with studio heads on product promotional plans and introduced a new company system for exploitation to be handled by six divisional supervisors. Accompanying Dietz on the trip was Dan Terrell, M-G-M exploitation director.

Dietz expressed enthusiasm over product coming up. He previewed screenings of "Singin' in the Rain," "Ivanhoe," "Scaramouche," "The Merry Widow," "Because You're Mine," "Skirts Ahoy," "Lovely to Look At," "Pat and Mike," "Carbine Williams," "Mr. Congressman" and "Fearless Fagan," in addition to other M-G-M films.

Oust NABUG from AFL TV, Radio Unit

The New York Council of the National Association'of Broadcast Unions and Guilds has voted unanimously to oust the National Association of Broadcast Engineers and Technicians from membership, it was disclosed here yesterday.

The engineers and technicians association was accused of "raiding" and "creating disharmony" by NABET, an association embracing American Federation of Labor unions in the TV and radio field.

Sinatra at Paramount

Frank Sinatra will open on the stage of the Paramount Theatre here on March 26, the same time "Meet Danny Wilson," the latest film he stars in with Shelley Winters, will open.

AWARDS! AWARDS! AI DS! AWARDS!

By CHESTER B. BAHN
Editor, THE FILM DAILY

← *Reproduced from* **FILM DAILY** *March 13*

For the first time in the history of THE FILM DAILY's poll of the nation's film writers and commentators to establish the year's premier performances, four players appearing in the same picture emerge as winners in major brackets of the 1951 *Filmdom's Famous Fives.*

The latest poll→

The picture is Warners' widely acclaimed "A Streetcar Named Desire," Tennessee Williams' own adaptation of his Broadway success which earlier won the Pulitzer Prize as well as the New York Critics' Award.

Vivien Leigh's touching portrayal of the neurotic Blanche DuBois and Marlon Brando's powerful delineation of the brutish Stan, her brother-in-law, take the stellar performance honors, while those for the best supporting performances go to Kim Hunter as Stella, Blanche's sister, and to Karl Malden as Mitch, Stan's poker-loving pal with whom Blanche falls in love.

Warners' Thanks to them all!→

Voting in the poll were the country's leading critics and reviewers who professionally write and comment upon motion pictures for newspapers, wire services, press syndicates and magazines, together with radio and television commentators whose field is the film.

Note: They also voted Elia Kazan one of the year's Five Top Directors

Produced by Charles K. Feldman

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 55 NEW YORK, U. S. A., THURSDAY, MARCH 20, 1952 TEN CENTS

Insider's Outlook

By RED KANN

IT IS inevitable that the majors would resort to the U. S. Supreme Court to find out where they stand on what is known as the Milgram case. Briefly, this deals with the refusal of distributors to sell the Boulevard Drive-in, near Bethlehem, Pa., first-run against conventional key theatres in the Allentown-Bethlehem area. On appeal, the Third Circuit Court of Appeals upheld the lower Federal court and Judge William H. Kirkpatrick's original findings.

Tied to this is the decision in the Walbrook case in nearby Baltimore in which Judge John W. Calvin Chestnut, in essence, determined the distributors could choose their own customers, a decision subsequently upheld by the Fourth Circuit Court of Appeals. To the layman, it appears clear that, thus, one Federal court has ruled the distributors cannot pick their customers—and, in another, they can without breaking the law. To distributors' lawyers this also appears clear, but it will be up to the high court to weigh these apparently conflicting decisions and determine the legal score.

■

But the majors have their mettle up on another point, and very vital it is when one realizes that the hundreds of anti-trust actions cascaded on the industry from all corners of the land, in the main, have one common root: U.S. versus Paramount, *et al.* The majors are complaining, and bitterly, over what is discreetly described as the tendency of the Third Circuit Court to assume that distributors prefer to violate the law rather than observe it regardless of the case, the issues, the evidence, the arguments at law, and so on. They see themselves "at the mercy" of present and future plaintiffs, no matter where, and want the Supreme Court to remind the Third Court of Appeals—and, so, others in the Federal system—that fact, not history, ought to prevail.

B. & K. Dividend Is Boosted 25 Cents

Chicago, March 19. — Balaban and Katz Theatres Corp. has declared a quarterly dividend of $1.75 per share, payable March 27. The payment represents an increase of 25 cents over the regular quarterly dividend.

The annual meeting of B. & K. stockholders is scheduled to be held here in mid-April.

Says Merger Would Boost Radio, TV

WASHINGTON, March 19.—American Broadcasting Co. president Robert E. Kintner today called the proposed merger between his company and United Paramount Theatres a "shot in the arm" for the radio and television broadcasting industry.

Kintner told the Federal Communications Commission's Paramount

(*Continued on page* 5)

$703,616 Rise in 'U's' World Gross

Universal's world gross for the first fiscal quarter of 1952, ended February 2, was $703,616 over the figure for the corresponding period in 1951.

The company reported yesterday to

(*Continued on page* 4)

Majors Talk Arbitration

At a meeting here yesterday attended by Eric A. Johnston, Motion Picture Association of America president, and members of the MPAA distribution committee, steps were taken to pave the way for a meeting with representatives of Allied States Association and the Theatre Owners of America on the possible establishment of an industry arbitration system.

The distribution committee, which consists of sales managers of MPAA member companies, named a sub-committee which will draft distribution's proposals for an arbitration system, it was reported.

The sub-committee is understood to be prepared to include in its proposals

(*Continued on page* 5)

74 NT Delegates To Attend Meet

LOS ANGELES, March 19.—Some 74 home office and field representatives of National Theatres will be given an outline of the circuit's divorcement plans and the new company set-up to follow the fulfilment of the 20th Century-Fox consent decree, during the annual NT meeting which will get under way here on Monday, running through Thursday. Charles P. Skouras, president of NT and of its subsidiary,

(*Continued on page* 4)

Mayer Staying With COMPO; Urges Support

Declination by Skouras A 'Great Disappointment'

Notwithstanding the "great disappointment" in the Council of Motion Picture Organizations over Spyros P. Skouras' declination to serve as its president at this time, the COMPO program is "going full steam ahead," and Arthur L. Mayer will continue to function as executive vice-president pending the installation of new officers.

Mayer set forth this information in letters sent yesterday to all members of COMPO's executive board. He included with the letters copies of a list of the major items on COMPO's program, and urged that the recipients do their "utmost to bring them to a successful fruition."

Simultaneously, it was widely re-

(*Continued on page* 4)

McCarthy Optimistic On Belgian Decree

Accepting as inevitable a Belgian remittances restriction decree, John G. McCarthy, Motion Picture Association of America foreign department chief, yesterday said he believed "it may not be too big" a restriction, or at any rate might seem at first glance to be more severe than it would prove to be.

He said Fayette W. Allport is continuing discussions with Belgian government officials in Brussels.

House Passes Mass. Drive-in Measure

BOSTON, March 19.—A bill prohibiting the granting of licenses for the construction of drive-in theatres within 2,000 feet of schools, hospitals or churches, recently approved by the Joint Legislative Committee on Mercantile Affairs, was passed by the State House of Representatives and sent to the Senate for action.

'My Son, John'

(*Paramount*)

LEO McCAREY, producer, director and author of "My Son, John," has succeeded in each category in making distinguished dramatic entertainment of his compelling story of the dehumanizing effects of Communism on a young American intellectual, the product of an average, small town, middle-class American family.

Much of his achievement can be credited to the superior performances of his principals, Helen Hayes and Dean Jagger, as the parents, and the late Robert Walker, as the studious son for whom the parents and two brothers made sacrifices to provide him with an education. Authentic as are their performances, however, it would have been difficult to avoid the suggestion of preaching, as it has been successfully avoided in "My Son, John," had it not been for a script that rings true throughout and for McCarey's superb direction.

The resultant picture is a stirring and poignant drama of American family life in a setting identifiable to all audiences. It is an important contribution, as well, to public understanding of an important problem. It is likely to make a deep impression on audiences and, in doing so, to win

(*Continued on page* 4)

UA's "THE AFRICAN QUEEN"
HOLDOVER! 2 SMASH WEEKS! SIMPLY SENSATIONAL!
Loew's State, Cleveland
HUMPHREY KATHARINE
BOGART · HEPBURN
Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR

Amusement Division Company Chairmen Set for UJA Drive

Company chairmen for the amusement division of the United Jewish Appeal of 1952 were announced here yesterday at an organizational meeting at the Hotel Astor.

They are: Irving Greenfield, Loew's; William Brenner and George Dembow, National Screen Service; Arthur Israel, Jr., Paramount; Robert Weitman, United Paramount Theatres; Robert Goldfarb, RKO Pictures; Harry Mandel, RKO Theatres; Jack Lang and Ulric Bell, 20th-Century Fox; Samuel Schneider, Warner Brothers; Adolph Schimel, Universal; Max Youngstein, United Artists; Max Seligman, Columbia.

Chairmen of other groups are: Legitimate theatres, Richard Rodgers; exhibitors, Sol Strausberg, Mannie Frisch and Fred Schwartz; purchasing agents, Charles Moss; Laboratories, William German; exchanges, Len Gruenberg and Phil Hodes; music publishers, Julius Collins; publicity, Youngstein; publications, Chick Lewis, Red Kann, Jack Alicoate and Martin Quigley.

At a recent pre-organizational meeting, Robert Benjamin was chosen to lead the 1952 UJA campaign. Co-chairmen of the campaign are Barney Balaban, Jack Cohn, Ned Depinet, Si Fabian, Arthur Krim, Sam Rosen, Abe Schneider, Fred Schwartz and Sypros Skouras.

Others at yesterday's meeting were: Benjamin Abner, Fabian, Harry Goldberg, Monroe Goodman, Leo Jacobi, Krim, Nat Lefkowitz, Don Mersereau, Lou Novins, Harold Rinzler, Samuel Rinzler, Edward Rugoff, Leslie Schwartz, Morton Sunshine, Mort Wormser.

Mrs. Manheimer to Head Women's Tent

Chicago, March 19.—Mrs. Arthur Manheimer was elected president of the Women's Variety Club, an organization of wives of Variety Club of Illinois members, at a meeting held here last night.

Other officers elected were: Mrs. Meyer Gold, vice-president; Mrs. C. J. Waters, secretary; Mrs. Irwin Joseph, treasurer, and Mrs. Joseph Berenson, hostess. The group has been organized to aid the charitable and social activities of the local Variety Club.

MOT Film on Russia

March of Time will distribute "If Russia Strikes," produced by MOT, starting in May, it was disclosed here by Phil Williams, theatrical sales manager of the company. The picture was made in this country.

Robinson Bout on TV

The Sugar Ray Robinson-Rocky Graziano middleweight championship bout in Chicago on April 16 will be broadcast exclusively over the CBS-TV and radio networks under the sponsorship of Pabst, it was disclosed here.

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, plans to leave here for the Coast next week for studio conferences.

•

Victor Ghidalia of Warner Brothers home office pressbook department, will be married to Roberta Epstein on March 30.

•

Gael Sullivan, Theatre Owners of America executive director, was confined to his home yesterday with a cold.

•

James V. O'Gara, Republic district manager, is in St. John on the first stopover of a tour of Canadian branches.

•

Philip Gerard, Universal assistant publicity manager, was in Washington yesterday from New York.

•

Dr. Herbert T. Kalmus, president of Technicolor, will arrive here tomorrow from the Coast.

•

Leon Gordon, M-G-M producer, will leave Hollywood tomorrow for London.

BARNEY BALABAN, Paramount Pictures president, and Paul Raibourn, vice-president, left here yesterday for the Coast.

•

James R. Grainger, Republic executive vice-president in charge of sales and distribution, will leave here for Washington today and will be back in New York on Monday.

•

David T. Katz, executive director of the Roxy Theatre here, will leave tomorrow for Los Angeles where he will attend the annual National Theatres convention.

•

Vittorio DeSica, Italian producer-director, will leave here today for Chicago. He will be in Hollywood on Monday.

•

Herman M. Levy, general counsel of Theatre Owners of America, was in New York yesterday from New Haven.

•

Charles Schlaifer will leave French Hospital here tomorrow to convalesce from his recent illness at his home.

M-G-M Delegation To Rome Tomorrow

Arriving in New York today, en route to Rome for M-G-M's "Quo Vadis" sales conference, are the following company territorial managers: Julian Berman, Cuba; Josef Blair, Puerto Rico; Myron Karlin, Venezuela; Carlos Niebla, Mexico; W. Lewis Simpson, Panama; Alberto Walker, Colombia.

All will leave for Rome tomorrow by KIM Airways, accompanying the home office delegation, which will be headed by Arthur M. Loew, president of Loew's International Corp., and Morton A. Spring, vice-president.

MPAA Hosts DeSica At Reception in N. Y.

With John G. McCarthy, Motion Picture Association of America international division head, acting as host, Vittorio DeSica, Italian producer-director, was honored at an MPAA reception at the Hampshire House here last evening.

Scores of executives of the MPAA member-companies as well as foreign film distributors attended.

Clarence Hill's Sister

Funeral services will be held today at West Point Pleasant, N. J., for Mrs. Julius Heinbokel, 49, sister of Clarence A. Hill, branch operations manager of 20th Century-Fox. Mrs. Heinbokel, who is survived also by the widower and a daughter, died suddenly on Monday at her home.

SAG Cancels Contract

Hollywood, March 19. — Screen Actors Guild today announced cancellation of its contract with Jack Schwarz Productions, Inc., effective May 18, on grounds of non-payment of $3,500 to actors in "Son of Stampede."

$300,000 for Films In Yugoslav Program

Washington, March 19.—The Mutual Security Agency has announced that Yugoslavia has signed an agreement to come under the Agency's information media guaranty program, and that $300,000 had been earmarked for convertibility of earnings on films distributed in that country.

The film guaranty contracts must be signed by June 30, the Agency stipulated. Motion Picture Association president Eric A. Johnston promptly announced that he had been in contact with the Yugoslav Embassy and that Yugoslav officials will arrive here within the next two to three weeks to work out specific details.

Committee to Probe Jarrico Dispute

Hollywood, March 19.—A six-man conciliation committee, composed of three members each from the Screen Writers Guild and the Association of Motion Picture Producers, will undertake to determine next week whether RKO Pictures acted in accordance with the basic contract agreement between the producers and the Guild in removing Paul Jarrico's name from the screen play credit for "The Las Vegas Story."

RKO, in filing suit Monday against Jarrico's claims with regard to his contract, said they had not used any of his contribution to the film.

No Ontario 'X' Film Yet

Toronto, March 19.—The Ontario Board of Censors has announced that the proposed "Classification 'X'" for adults-only films has not yet been put into effect. "Rasho-mon," the RKO Radio Japanese picture, now playing the Towne Cinema, had been advertised as an "X" feature but the board said it was "a mistake."

NEWS in Brief . . .

Albany, N. Y., March 19.—The Stage and Screen Foreign Press Club, Inc. has registered for a certificate under the membership corporation law, to "bring together the correspondents of foreign publications and radio-television stations and to promote the exchange of cultural values between its international membership and the creative forces representing those fields in the United States."

The club also proposes to establish a uniform procedure of customs and exchanges within the profession, formulate a higher standard of ethics for members, and provide for settlement and arbitration of differences among members.

•

David Savage, manager of the WCBS-TV film department here, has been put in charge of feature film buying for all departments of the television division, it was announced by Merle S. Jones, CBS-TV vice-president in charge of stations and general services. Savage will purchase feature films for CBS television-owned stations and all stations represented by CBS-TV spot sales.

Name Tax Agent As 'U' Guest in 1947

Washington, March 19.—Charles D. Prutzman, former vice-president and general counsel of Universal Pictures, admitted to a House Ways and Means investigating subcommittee that his company had paid hotel and plane travel expenses for a Bureau of Internal Revenue agent investigating the company's claim for a $20,000,000 excess profits tax refund.

The subcommittee first heard special Treasury Intelligence Agent Rosario Giunta tell how Bureau agent Adrian Ash had been assigned by the Treasury to investigate the company's claim, and had his hotel bill at the Beverly Wilshire Hotel in Los Angeles paid by Prutzman. Ash's wife and child also traveled to Los Angeles by plane to join Ash, Giunta said, and their expenses also were paid by Universal.

Later Ash recommended that Universal get almost the full EPT credit it claimed, Giunta said. But this recommendation was reviewed by higher Bureau officials, he added, and approximately 75 per cent of the added credit disallowed.

Later, Prutzman himself took the stand and admitted paying Ash's hotel bill and the plane travel expenses. Rep. Kean (R., N. J.) bitterly criticized Prutzman, declaring that "businessmen who attempt to corrupt by travel pay, entertaining or by any other means the comparatively low paid agents of the Bureau are entering into just as reprehensible conduct and perhaps more reprehensible conduct than does the agent himself who accepts the favors. I don't know if there is any law by which you or other officials of Universal Pictures responsible for this attempted influence can be put in jail, but I wish there were."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, 'Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

NOW! A RIP-ROARING SMASH AT POPULAR PRICES!

RETURNS ARE JUST COMING IN . . . WATCH FOR A FLOOD OF SMASH RESULTS COMING UP!

ST. PETERSBURG—Capitol Theatre—***HIGHEST UA GROSS ON RECORD!***

WEST PALM BEACH—Center Theatre—***BEAT "RED RIVER"!***

WORCESTER—Plymouth Theatre—***TREMENDOUS OPENING AND GOING STRONG!***

SPRINGFIELD (Mass.)—Paramount Theatre—***HOLDOVER! GREATER THAN "RED SHOES"!***

TUCSON—Lyric Theatre—***ALL TIME OPENING DAY RECORD GROSS!***

MONTREAL—Orpheum Theatre—***HOLDOVER — 3rd WEEK! HIGHEST GROSSER EVER!***

"THE RIVER"

Color by

TECHNICOLOR

Kenneth McEldowney presents Jean Renoir's production of THE RIVER • Color by Technicolor • with Nora Swinburne Arthur Shields • Esmond Knight Suprova Mukerjee • Thomas E. Breen and introducing Patricia Walters • Radha • Adrienne Corri • Produced by Kenneth McEldowney • Directed by Jean Renoir • Assistant to Mr. Renoir—Forrest Judd • Screenplay by Rumer Godden & Jean Renoir • Based on the novel by Rumer Godden

Another BIG ONE thru UA

NT Meet

(Continued from page 1)

Fox West Coast Theatres, will preside at the meeting.

John B. Bertero, chief counsel, will present a legal run-down on the various aspects covering the divorcement order which the company plans to put into effect by July, 1952.

Division presidents, district managers, film buyers, bookers, advertising-publicity, real estate, merchandising, and purchasing heads will be in attendance from Fox West Coast Theatres, Fox Intermountain, Fox Midwest, Fox Michigan, Evergreen and Fox Philadelphia.

Among division heads set to attend are Elmer Rhoden, Kansas City; Frank H. Ricketson, Jr., Denver; Frank L. Newman, Sr., Seattle; Harold J. Fitzgerald, Milwaukee; Harold Seidenberg, Philadelphia; and David Idzal, Detroit.

Executives from Los Angeles will include H. C. Cox, NT treasurer; George Bowser, FWC general manager, and Dick Dickson, Southern California division manager. From San Francisco will come M. Spencer Leve, FWC's Northern California division manager.

Another topic on the agenda will be a discussion on the new Swiss Eidophor television system.

'U's' World Gross

(Continued from page 1)

the Security and Exchange Commission that the gross for the 13 weeks ended February 2 was $13,426,766. This compares with $12,723,150 for the 13 weeks in the year previous.

Top Air Froman Tribute

A tape recording from the USO-Camp Show Waldorf Astoria Hotel tribute on Monday to Jane Froman will be broadcast later in the week over the NBC Tex and Jinx program. Miss Froman's story has been dramatized in the new 20th Century-Fox production, "With A Song in My Heart."

Honor Anna Neagle

LONDON, March 19.—Anna Neagle today received the Order of the British Empire from the Duke of Gloucester for her service to the British film industry.

'My Son, John'

(Continued from page 1)

for the picture a vast amount of favorable and interested discussion. Moreover, it commends itself to the interest and attention of civic and patriotic organizations, to public officials from the local to the national level, and to newspaper and magazine editorial writers. With their support and its own considerable catalogue of merits, its experience at the box office should be rewarding to exhibitors and audiences alike.

Adding to the dramatic impact of Walker's involvement in Communism, is not only the fact that he is the favorite son of a God-fearing, patriotic American family, but also that he is in government service in Washington and his participation in the Communist conspiracy is treasonous. The particular sincerity of the depiction of maternal devotion to the son, which the great talent of Miss Hayes provides, accentuates the basic tragedy of the story. Further emphasis is provided by Jagger's identification with the local American Legion post and his devotion to American ideals, carried into his profession, that of an elementary school teacher. In addition, the other two sons of the family are Marines who, at the time of the action, are about to leave for Korea.

ON a visit to his home Walker's behavior first breeds doubt, then suspicion in the minds of his parents. Suspicion crystallizes when Van Heflin, as an F.B.I. agent, makes use of an accident to visit the home and seek information concerning Walker. Miss Hayes seeks the truth from her son by recourse to every appeal to honor, decency and devotion of which a mother is capable, but Walker meets her with lies and evasion. Jagger, openly believing the son is either a Communist or a sympathizer, endeavors to reason with him, but is provoked into striking Walker.

A series of ensuing events leaves the mother in possession of evidence linking the son with a woman arrested as a Communist spy. Confronted with the evidence, Walker at first seeks escape by lying, then, abandoning all pretext of decency, he first endeavors to recover the evidence from his mother by force and, finally, threatens to discredit her testimony against him by accusing her of mental incompetence.

Returning to Washington, Walker is about to flee the country when conscience overtakes him. In his office he makes a recording of an address to the graduating class of his alma mater in which he confesses to being a Communist and traitor, and relates the process of his delusion and downfall through associations formed in his college days. About to surrender to the F.B.I., Walker is shot to death by Party executioners.

The outstanding performances of the principals make living people of each character. Miss Hayes' work, in her first screen appearance in 17 years, is especially noteworthy. She appears without make-up throughout the picture. The burden of the story's emotional impact rests upon her, and a firmer foundation for a dramatic dependency would be difficult to name. Still, Jagger and Walker are not far removed from Miss Hayes in the excellence of their performances. The support of Heflin; Minor Watson, as the family doctor; Frank McHugh, as a village priest; Tod Karns, as an F.B.I. man, and Richard Jaeckel and James Young, as the sons in service, is substantial and in keeping with the high level of authenticity achieved throughout.

The adaptation of McCarey's story is by John Lee Mahin. Miles Connolly and McCarey did the screenplay.

"My Son, John," is an important contribution to the screen drama of our day. It has significance beyond its dramatic stature. By the very nature of its subject matter, that is inescapable. But its message is subservient at all times to an order of theatre that makes its people and its story come alive. Paramount is deserving of credit for making possible a picture that speaks so well of matters about which the screen cannot afford to be quiet.

Running time, 122 minutes. General audience classification. For April release.

SHERWIN KANE

GIVE to the American Red Cross. | **March is American Red Cross Month. GIVE.**

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A LIMITED NUMBER ARE STILL AVAILABLE FROM THEATRE SUPPLY DEALERS

Mayer Staying

(Continued from page 1)

ported in the trade yesterday that efforts are being made or will be made to persuade Mayer to take the presidency of COMPO, if only for an interim period, following which, with the present business pressure on Skouras eased, the latter might be in a position to take over the reins.

Mayer had declined another term as executive vice-president at the February 20-21 COMPO board meeting here, but agreed to continue in office for a few weeks in the belief that it would take only that long for new administrators to take over. Meanwhile, he booked passage for a plane trip to Europe. He said yesterday that he now has indefinitely postponed the trip, but hoped it would be possible for him to depart by May.

Prompted by Press Reports

The letters to the executive board members were prompted by trade press reports that Skouras, president of 20th Century-Fox, had officially notified COMPO that he would be unable to serve as COMPO's chief executive. Skouras was elected to the post at the board meeting, but his being in Zurich, Switzerland, at the time resulted in delay in determining whether or not he would accept. Since his return to the U. S. about two weeks ago, Skouras withheld his decision on whether to accept the post and was approached meanwhile by Mayer and other COMPO executives who endeavored to persuade him to accept. His decision on Tuesday to decline arose from pressure of company business and his belief that he would not have sufficient time this year to do justice to the COMPO position.

Intended to "clear up any misunderstanding" the Mayer letter assured COMPO board members that "there has been no let-up in COMPO's activities and that we are going full steam ahead on the COMPO program, as approved at the executive board meeting . . . notwithstanding our great disappointment over Mr. Skouras' reluctance to accept the post of president.

"I shall not discuss the subject of COMPO's officers at this time," Mayer wrote, "because before you get this letter it is quite possible that you will have received word clarifying the situation from Jack Alicoate, chairman of the nominating committee. I want to make it clear, however, that pending the installation of officers, I am continuing on the job." He added that he, Robert W. Coyne, COMPO special counsel, and Charles E. McCarthy, information director, "are going ahead with our daily work and are giving all our energies to carrying out the COMPO program discussed at our board meeting."

He emphasized the importance of the program enclosed with the letter, and added that "while everything possible for the execution of this program will be done both by your COMPO staff and the very capable committees to which the various projects have been allotted, it will not succeed unless it has the enthusiastic and vigorous support of all of us. I urge you, therefore, to look on these projects as your own tasks and to do your utmost to bring them to a successful fruition."

Sees Radio, TV Stars In Non-Para. Houses

Washington, March 19.—Don't be surprised if you see radio and television stars under contract to the proposed United Paramount Theatres-American Broadcasting Co. making appearances in non-Paramount theatres. Robert E. Kintner, ABC president and proposed vice-president of the merged company, told the Federal Communications Commission that he would be "most happy to put our talent not only in Paramount theatres but also in competing theatres."

Arbitration

(*Continued from page* 1)

a number of recommendations included in both the TOA and Allied plans which were submitted to the companies for study less than four weeks ago.

Early Next Month

Assuming that the sub-committee will require at least one or two weeks to come up with distribution's blueprint for arbitration, it is expected that the setting of a date for an all-industry arbitration conference will not come about until at least early next month.

Johnston is scheduled to confer here today with John G. McCarthy, MPAA foreign department chief, and distribution foreign managers on a number of foreign developments.

Would Boost Radio, TV

(*Continued from page* 1)

hearing, now in its ninth week, that if the merger went through the new company, with its added capital and resources, would stimulate competition in the broadcasting industry. "If the increased competition factor is let loose through this merger," he stated, "CBS, NBC and the DuMont networks will increase their efforts to attract the public in programming, and you will get an industry that will serve the public better."

Following Kintner to the witness stand today were Leonard Goldenson, UPT president and proposed president of the merged company, and Robert O'Brien, UPT vice-president and proposed executive vice-president of ABC under the merger plan. Tomorrow's witnesses are expected to be Edward J. Noble, chairman of the board of ABC and proposed chairman of the finance committee of the merged company, and Robert H. Hinckley, ABC vice-president.

Although there will be a "sizeable increase" in the use of films on television, Kintner told hearing examiner Leo Resnick, there will be a "drastic decrease" in the use on television stations of films made for theatre exhibition. Such films would eventually be "practically non-existent" on television, he declared, as soon as television stations find some other way "of filling the time."

Half of ABC's programs would be on film, he said, "maybe" in 1952 and "certainly" in 1953. Most all of the film, however, would be specially produced for television, he declared.

Kintner put into the record information showing that ABC's five owned television stations use film from 31 to 54 per cent of their playing time. In this time bracket, he pointed out, the use of film made for motion picture exhibition ranges from 23 per cent to 71 per cent of the total time alloted to films. Use of films specially made for television takes up from 17 per cent to 38 per cent of the time given to films, and the use of kinescoped films from less than 3 per cent to 46 per cent. Highest use of kinescoped films, he said, is on KECA and KGL, ABC's stations on the West Coast, where cable facilities are not completely available.

Other points in Kintner's testimony:

Although he had heard it said that UPT had entered into the merger to "try and retard television," the statement was "absurd." UPT's heads were "good businessmen," he said, who realized that such a policy "was not good business." In addition, he declared, if UPT tried to do so, "it would only bankrupt its own company, and other companies would come forward to take the business away from anybody who does not use his best efforts to build up good programs;"

The merger would accomplish what the FCC tried to do in the sale of the Blue network—currently ABC—he said, it would give ABC added working capital and added earning power so it can take "program risks," develop new types of programs and complete with CBS and NBC;

There is no competition between films for theatres and films for the home television market, since motion picture industry features are "not adaptable" for home TV use and he didn't believe TV stations would "give clearance to features of that length;"

The merged company has no plans for theatre television at the present time.

Testifying on policy and organization of the merged company, Goldenson declared UPT local heads would decide themselves whether or not they wished to use a theatre telecast. He repeated his earlier testimony to the effect that he could see "not more than six events a year" with box office possibilities for theatre television.

By agreement among the attorneys in the case no ABC witness has been cross-questioned by FCC or other counsel to date, which accounts for the rapidity with which ABC spokesmen have been taking their turn on the stand. All ABC witnesses will be recalled to the stand for cross-questioning, starting Monday.

Would Make Films For Home Video

Washington, March 19.—Robert E. Kintner, president of the American Broadcasting Co. and slated to be vice-president of the merged ABC-United Paramount Theatre firm, said today that the merged company planned to produce pictures for home television sets. The company has no plans, however, for producing films for either theatres or pay-as-you-see television, he said.

JUDY HOLLIDAY in
THE MARRYING KIND
Introducing ALDO RAY
Produced by Bert Granet
Directed by George Cukor
A COLUMBIA PICTURE

millions of teens will mark this movie a "must"...because they "saw it in SEVENTEEN"

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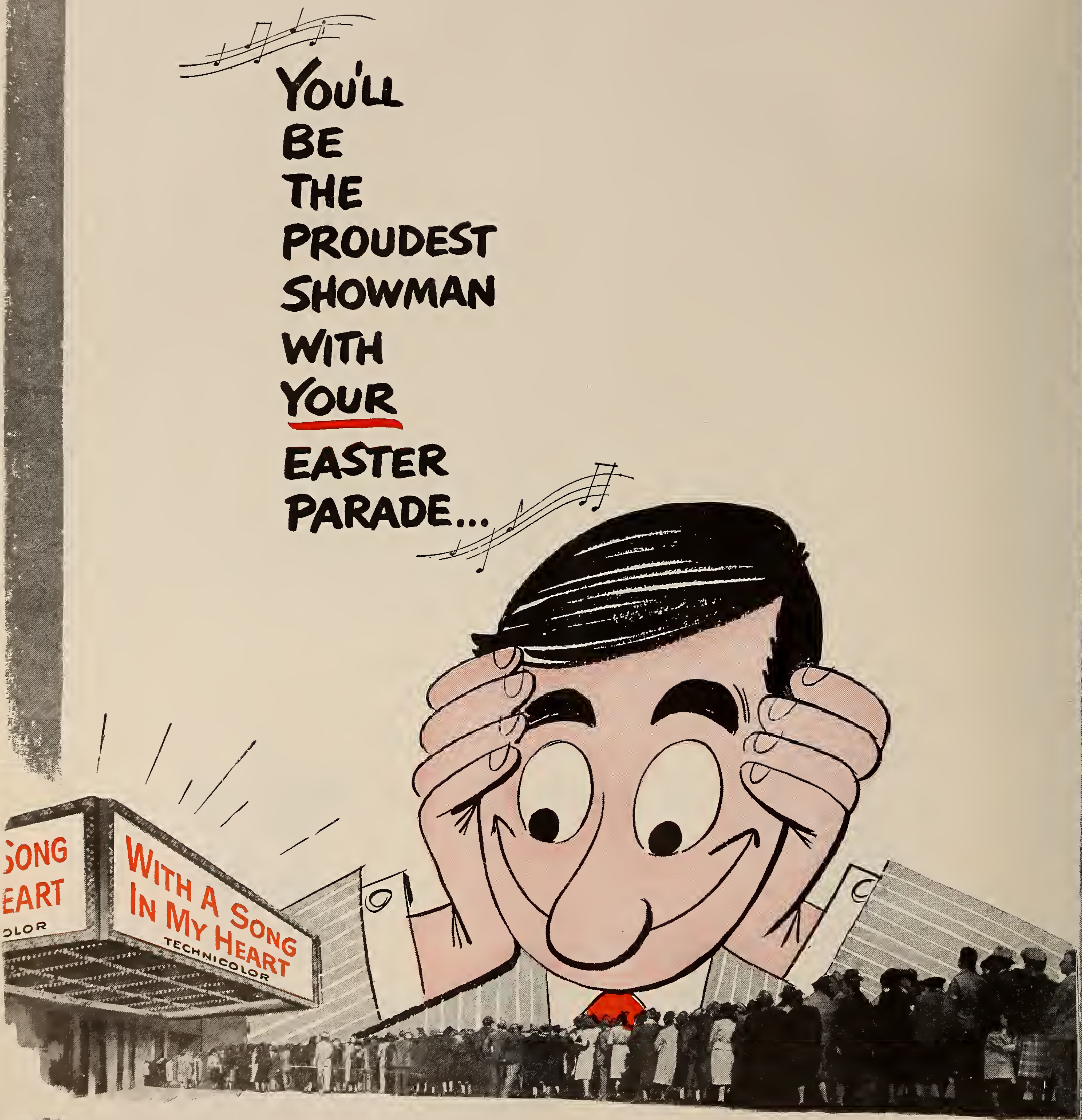
YOU'LL
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THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 56 NEW YORK, U.S.A., FRIDAY, MARCH 21, 1952 TEN CENTS

Industry's Ad Plans Stalled At Meet Here

Disagreement May Cause Delay of a Month

Disagreement among members of the Motion Picture Association of America's Advertising-Publicity Directors Committee on one or more facets of the projected second industry institutional nationwide newspaper advertising campaign is likely to delay appearance of the layouts by a month or more, it appeared yesterday.

The MPAA committee, which is headed by Charles Simonelli of Universal, discussed the project at length yesterday but failed to get it "off the ground." Disagreement was said to center around the format of the advertisements and on which of the major companies should inaugurate the program.

Earlier this month, following a

(*Continued on page 9*)

See 3 More Weeks Of Para. Hearings

WASHINGTON, March 20.—The Federal Communications Commission's Paramount hearings will last at least another three weeks, and perhaps longer, officials believe.

The hearings, now in their ninth week, are currently dealing with the proposed merger between American Broadcasting and United Paramount theatres. Starting Monday, in an effort to expedite matters, they will get under way at 9:00 each morning, instead of the usual 10:00 o'clock. ABC and UPT witnesses who have testified so far on the merger are slated to

(*Continued on page 9*)

Eidophor to Use Altec Audio Unit

Altec will assist with the initial installation of 20th Century-Fox's Swiss CBS color theatre television system in this country, it was disclosed here yesterday.

Altec, which was selected at the request of Earl I. Sponable, 20th-Fox research director, will provide the engineers and equipment for the

(*Continued on page 9*)

Academy Awards for 1951

BEST PICTURE

"An American in Paris," M-G-M. Produced by Arthur Freed.

BEST PERFORMANCES

Actor—Humphrey Bogart in "The African Queen," Horizon Enterprises, Inc., United Artists.

Actress—Vivien Leigh in "A Streetcar Named Desire," Charles K. Feldman Group Productions, Warner Brothers.

Supporting Actor—Karl Malden in "A Streetcar Named Desire," Charles K. Feldman Group Productions, Warner Brothers.

Supporting Actress—Kim Hunter in "A Streetcar Named Desire," Charles K. Feldman Group Productions, Warner Brothers.

BEST DIRECTION

"A Place in the Sun," Paramount, George Stevens.

BEST WRITING

Story—"Seven Days to Noon," Boulting Brothers, Mayer-Kingsley. Distinguished Films (British). Paul Dehn and James Bernard.

Screenplay—"A Place in the Sun," Paramount Michael Wilson and Harry Brown.

Story and Screenplay—"An American in Paris," M-G-M. Alan Jay Lerner.

BEST ART DIRECTION

Black-and-White—"A Streetcar Named Desire," Warner Brothers. Richard Day.

Color—"An American in Paris," M-G-M. Cedric Gibbons and Preston Ames.

BEST CINEMATOGRAPHY

Black-and-White—"A Place in the Sun," Paramount. William C. Mellor.

Color—"An American in Paris," M-G-M. Alfred Gilks. Ballet photographed by John Alton.

BEST COSTUME DESIGNS

Black-and-White—"A Place in the Sun," Paramount. Edith Head.

Color—"An American in Paris," M-G-M. Orry Kelly, Walter Plunkett and Irene Sharaff.

BEST FILM EDITING

"A Place in the Sun," Paramount. William Hornbeck.

BEST SOUND

"The Great Caruso," M-G-M. Douglas Shearer, sound director.

BEST MUSICAL ACHIEVEMENTS

Scoring of a Musical—"An American in Paris," M-G-M. By Peter Herman Adler and Johnny Green.

Dramatic or Comedy Film Score—"A Place in the Sun," Paramount. By Franz Waxman.

Song—"In the Cool Cool Cool of the Evening," from "Here Comes the Groom," Paramount. Music by Hoagy Carmichael. Lyrics by Johnny Mercer.

BEST SHORT SUBJECTS

Cartoon—"Two Mouseketeers," M-G-M. Fred Quimby, producer.

One-Reel—'World of Kids," Warner Brothers. Robert Youngson, producer.

Two-Reel—"Nature's Half Acre," Walt Disney Production, RKO Pictures.

BEST DOCUMENTARIES

Short Subjects—"Benjy," made by Fred Zinnemann with the cooperation of Paramount for the Los Angeles Orthopedic Hospital.

Feature—"Kon-Tiki," Artfilm Production, RKO Pictures (Norwegian). Olle Nordemar, producer; film presented by Sol Lesser.

SPECIAL AWARDS

Irving G. Thalberg Memorial Award: To Arthur Freed.

Best Foreign Film: "Rasho-mon," (Japanese). RKO Pictures.

George Pal for extraordinary special effects in his film, "When Worlds Collide."

Gene Kelly for his exceptional ability to put choreography on film.

Voting Close For Academy Awards for '51

Awards for Technical Achievements Listed

By WILLIAM R. WEAVER

HOLLYWOOD, March 20.—With the best year's line-up of pictures and performances in the post-war era making the election the closest contest of recent times, the Academy of Motion Picture Arts and Sciences tonight disclosed professional Hollywood's ballotted choices before a distinguished, capacity audience for its 24th annual awards presentation, at the Pantages Theatre here.

The Academy Awards winners are listed in adjoining columns.

In addition, Academy plaques for achievements having a definite influence on the industry. in Class Two, were given to the following:

Gordon Jennings, S. L. Stancliffe and Paramount's special engineering

(*Continued on page 9*)

50% of UA Films To Be in Color

BUFFALO, March 20.—Fifty per cent of all United Artists releases for 1952 and 1953 will be in color, it was disclosed here today at the second of a series of regional sales meetings being conducted by UA vice-presidents William J. Heineman and Max E. Youngstein.

The UA vice-presidents, accompanied by Eastern-Canadian sales manager Nat Nathanson and Mideastern district manager Moe Dudelson, wound up their Buffalo meeting late

(*Continued on page 9*)

U. K. Quota Charges Vs. Loew's Weighed

LONDON, March 20.—The question of prosecution of M-G-M's Leicester Square Empire Theatre here for defaulting British film quota requirements is under consideration, Peter Thorneycroft, president of the Board of Trade, stated in reply to questioning in Commons today.

Thorneycroft previously had admitted that the Empire played only one British film last year and had not been granted an exemption from com-

(*Continued on page 9*)

'Movietime, U.S.A.' Star Tours Are Hailed in Oklahoma

OKLAHOMA CITY, March 20.—The Council of Motion Picture Organizations declaration in New York yesterday that the industry agency's program was "going full steam ahead" was testified to today in this territory where the "Movietime" tour of nine Hollywood personalities has received a public reception surpassing in enthusiasm even the wild acclaim given the first "Movietime" troupe here last October.

The present troupe, which is split into groups of three, covered 42 towns in this exchange territory in the first two days of its tour. The units, made up of scenarist Harold Shumate and actors William Lundigan, Chill Wills, Paula Raymond, Irene Martin, Laura Elliott, Virginia Hall, Tim Holt and Regis Toomey, were met at each town by a band and escorted by "Round Up Clubs" to Red Cross luncheons and other civic gatherings.

J. C. Hunter of Tulsa, co-chairman of the Oklahoma Movietime Committee, reported today that in Hugo, Okla., last night a joint meeting of Lions and Kiwanis featured an "open forum meeting in which our Hollywood personalities came up with all the answers and there were some tough questions — for a terrifically favorable reception."

Hunter praised the troupe's routine, written by Shumate. Marine Sgt. Robert Culler is acting as master-of-ceremonies for one of the units, which headed a circus parade. Hunter said the units are improving with each appearance and are giving complete cooperation in carrying out the "Movietime" committee's plans.

Wagner Heads Film Council of America

CHICAGO, March 20.—Dr. Paul A. Wagner, former president of Rollins College, has been named executive director of the Film Council of America. The organization, with headquarters at 57 East Jackson Boulevard here, is the coordinating unit for more than 100 councils throughout the country. Also affiliated with the council are 25 national organizations, such as the American Legion, American Medical Association, CIO and National Association of Manufacturers, with a total membership of 17,000,000.

The organization's avowed purpose is to promote the showing of better movies in theatres, and schools, as well as in clubs and before other cultural groups.

John D. Swain, 82, Dies

BOSTON, March 20.—John D. Swain, 82, novelist, playwright and motion picture script writer, died at his home in Whitman, Mass. last night. Many of his stories and novels, including "The Last Man on Earth," "White and Unmarried" and "It's Great to Be Alive," were made into films. The widow, Edith, survives. Services will be held at the Anderton Funeral Home in Whitman tomorrow.

Personal Mention

DR. RENATO GUALINO, general director of Italian Films Export, will hold a trade press conference here on Monday. He is scheduled to leave for Rome at the end of next week, concluding a four weeks visit.

•

LT. ERIC HOEG, grandson of Warner Brothers short subjects department chief GORDON HOLLINGSHEAD, has been recommended for the Silver Star medal for heroism in action in Korea. He has just returned here from Korea.

•

EDWARD CARROL, Boston exhibitor and amusement park operator, was elected national president of the Amusement Parks and Beaches Association of America.

•

FRED C. SCHANBERGER, JR., co-owner of Keith's Theatre, Baltimore, is ill in Florida, where he had gone on vacation.

•

ENRIQUE BAEZ, United Artists general manager in Brazil, is in New York for a vacation.

•

ALLEN RIVKIN, M-G-M writer, will return to the Coast today after a 10-day visit here.

•

KATHARINE HEPBURN will sail from here today for Europe on the *S. S. America.*

ROBERT M. WEITMAN, United Paramount Theatres vice-president, left here yesterday for Washington to attend the UPT-ABC Federal Communications Commission hearings in progress there.

•

EDWARD C. DOWDEN, Loew's Theatres assistant publicity director, on Wednesday addressed a meeting of the supervisors of the Sisters and Brothers who teach in the Catholic schools of Brooklyn and Long Island on the religious aspects of "Quo Vadis" and "My Son, John."

•

NAT LEVY, RKO Pictures Eastern division sales manager, and SIDNEY KRAMER, short subjects sales manager, will be in Cincinnati from New York Monday on the first stop of a tour of exchanges.

•

MYRON SALAND, son of NATHAN SALAND, president of Mercury Film Laboratory here, will be married Sunday to BARBARA ELLEN COHEN.

•

ROBERT S. WOLFF, managing director of RKO Pictures in Britain, will sail from here for England tomorrow on the *S. S. Queen Elizabeth.*

•

GEORGE SIDNEY, M-G-M director, and MRS. SIDNEY are due here from the Coast March 31 for a three-week vacation.

'Fabiola' in Four Languages for U. S.

"Fabiola" will be given the unusual treatment of being dubbed in four languages—Spanish, French, Italian and German—for exhibition in selected theatres throughout the United States, it was announced by William J. Heineman, United Artists distribution vice-president. The English-language production was generally released last year.

All four versions will be uncut, from the original, and will play three hours. The Italian and Spanish versions already have been completed and the French and German versions are currently nearing completion. "Fabiola" is a Jules Levey presentation.

Coast Services for Myron H. Lewis

Funeral services for Myron (Myke) H. Lewis, industry pioneer and former Western district manager for Paramount, were held earlier this week in Los Angeles, the company reported here yesterday. Lewis died last Saturday following a brief illness, at his home in Carlsbad, Cal. He is survived by the widow, Enid, two brothers and a sister.

Carroll Found Dead

BOSTON, March 20.—John B. Carroll, an executive of American Theatres Corp. of Boston was found dead this morning in his apartment in Newton. According to word received at the home office of American Theatres he apparently died of a heart attack.

Pact Delay Halts Spanish Filming

By JOSEPH E. BORRELL

MADRID, March 17 (By Airmail).—Spanish production has virtually stopped as a consequence of the delay in negotiations for a new Spanish-American film agreement.

During the second half of last year the studios worked slowly and now this slowdown is more acute. On one occasion there were only two or three films in production in the whole country.

Spanish producers still would like to see the new regulations under which the government is going to protect local picture production. There are many films planned, but no one dares to begin production without knowing how the situation will be affected by the agreement.

Distribution is particularly worried. There is always the fear that American or specialized firms dealing with American film distribution will not want to distribute Spanish pictures, or that they may do so wrongly. This puts Spanish production in distress since exhibitors, with a bitter experience on Spanish films, are no longer interested in presenting them.

Morris R. Oletsky

BALTIMORE, March 20. — Funeral services were held today for Morris R. Oletsky who died suddenly Tuesday after a heart attack. Besides owning the Windsor and Victory theatres here, he was booker for the Northwood and several other houses. The widow and two children survive.

'Herald' Supplement An Aid to Theatres

Designed as a handy working tool to help make theatres better than ever, a special Better Theatres Guide supplement has been published with the current issue of *Motion Picture Herald,* setting forth in digest form material of value that has appeared in the past 12 monthly editions of the *Herald's* Better Theatres section.

Included in the supplement are the fourth annual Theatre Sales survey and a catalog-data section giving specifications of product in leading lines of equipment.

AFM Studies Snader Scoring Proposals

The American Federation of Musicians yesterday took under advisement the proposal to revise its TV film scoring contract, made by Louis Snader, head of Snader Telescriptions.

Snader met here with AFM official Clar Meeder, but the session was described by the TV producer as "inconclusive." Snader, who plans to return to the Coast on Monday, expressed hope that the AFM would be able to state its position in about another two weeks.

Under the Snader plan, TV producers would be allowed to use 26 minutes of music for a maximum of three half-hour TV shows, thus cutting present scoring costs one-third. Another provision would allow producers to pay musicians on the basis of advances on their AFM five per cent royalties, instead of the present practice of first paying the salary and then alloting the royalty payments as the film is sold.

The formula, according to Snader, would virtually eliminate the present practice of "dubbing" foreign music used by the majority of TV producers and would have the effect of increasing revenue and jobs for American musicians.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

WILLIAM HOLDEN
Boots Malone
with Stanley Clements • Basil Ruysdael
and introducing JOHNNY STEWART
in person
ELLA FITZGERALD
GEORGE DE WITT
CONDOS · BRANDOW
AL DONAHUE And His ORCH
Extra RICHARD HAYES
PARAMOUNT
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074· Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address."Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

IN THIS YEAR
1952
COLUMBIA
HAS THIS TO SAY
IN TERMS OF
PRODUCT

ASTONISHING!

MARCH

A STANLEY KRAMER COMPANY
production

My Six Convicts

From the Book
of the Month sensation!

INCOMPARABLE!

APRIL

JUDY HOLLIDAY

The Marrying Kind

matching her Academy
Award "Born Yesterday"
performance!

introducing
ALDO RAY

ROMANTIC!

AUGUST

The GOLDEN HAWK

starring
Rhonda FLEMING · Sterling HAYDEN

Based on Frank Yerby's novel.
In golden color by
Technicolor

THRILLING!

IMMORTAL DUMAS
ADVENTURE!

JULY

ANTHONY DEXTER
in *The*

BRIGAND

An Edward Small Production

Color by
Technicolor

COLORFUL!

NO WHITE MAN
DARED FOLLOW HIM!

BRAVE WARRIOR

JUNE

starring
JON HALL
COLOR BY
TECHNICOLOR

SUSPENSEFUL!

Topical!
Top Secret!
Top Grosses!

Louis de Rochemont's

WALK EAST ON BEACON

starring
GEORGE MURPHY

From F.B.I. files!

APRIL

OUTSPOKEN!

A STANLEY KRAMER COMPANY
production

THE SNIPER

Adolphe
MENJOU · Arthur
FRANZ

MAY

AWAITED!

Rita
HAYWORTH · Glenn
FORD

Affair in Trinidad

A Beckworth Production

NOW SHOOTING

W

Y

F

MAY

GRIPPING!

A Day to Live in Violence!

CRIPPLE CREEK

starring
GEORGE MONTGOMERY
color by
Technicolor

A Resolute Picture

AUGUST

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JULY

An Edward Small Production

Color by Technicolor

COLORFUL!

NO WHITE MAN DARED FOLLOW HIM!

BRAVE WARRIOR

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SUSPENSEFUL!

Topical! Top Secret! Top Grosses!

Louis de Rochemont's *WALK EAST ON BEACON*

APRIL

starring GEORGE MURPHY

From F.B.I. files!

AWAITED!

Rita HAYWORTH · Glenn FORD

Affair in Trinidad

A Beckworth Production

NOW SHOOTING

HEARTWARMING!

A STANLEY KRAMER COMPANY production

CHARLES BOYER

LOUIS JOURDAN

The Happy Time

NOW SHOOTING

with KURT KASZNAR

WORTH WAITING FOR!

Rita HAYWORTH

PREPARING

Salome

The temptress of all time!

A Beckworth Production

ENCHANTING!

LORETTA YOUNG in *PAULA*

JUNE

Kent SMITH · Alexander KNOX

OUTSPOKEN!

A STANLEY KRAMER COMPANY production

THE SNIPER

Adolphe MENJOU · Arthur FRANZ

MAY

FABULOUS!

Thief of Damascus

starring PAUL HENREID

in color by Technicolor

APRIL

RIOTOUS!

Mickey ROONEY

SOUND OFF

MAY

in SupercineColor

GRIPPING!

A Day to Live in Violence!

CRIPPLE CREEK

AUGUST

starring GEORGE MONTGOMERY

color by Technicolor

A Resolute Picture

SPECTACULAR!

CORNEL WILDE · TERESA WRIGHT

JULY

CALIFORNIA CONQUEST

color by Technicolor

COMPARE
ALL COMPANY
LINE-UPS
FOR 1952
AND YOU'LL
PLAY COLUMBIA
ALL THE WAY

and

THEY'LL KEEP UP-AND-COMING AT YOU FROM COLUMBIA...

DELIGHTFUL!

A STANLEY KRAMER COMPANY
production
Rex HARRISON · Lilli PALMER

COMPLETED

THE FOUR POSTER

UNIQUE!

A STANLEY KRAMER COMPANY
production

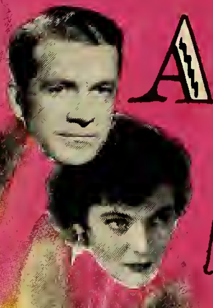
The 5000 FINGERS of DR. T.

color by Technicolor

SHOOTING

INTRIGUING!

Dana ANDREWS · Marta TOREN · George SANDERS · Audrey TOTTER



ASSIGNMENT – PARIS

SHOOTING

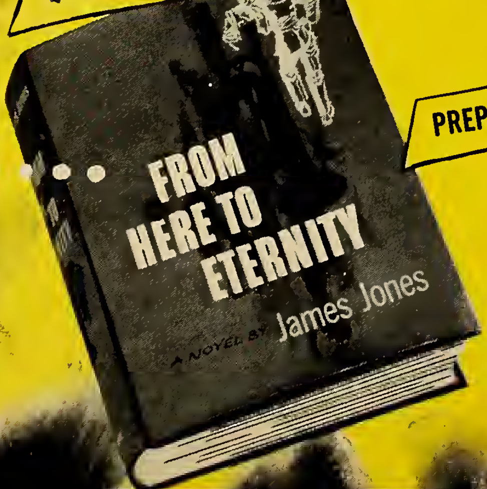
EXPLOSIVE!

A STANLEY KRAMER COMPANY
production

THE CAINE MUTINY

PREPARING

ASTOUNDING!



PREPARING

Ad Plans

(*Continued from page* 1)

meeting of the MPAA committee, it was indicated that the $300,000 campaign would get underway next month, with the Council of Motion Picture Organizations serving as sponsor. At that time it was expected that either 20th Century-Fox or Paramount would be the lead-off company. Whether these two companies are the principal factors in the disagreement was a question which members of the committee refused to answer.

Following yesterday's meeting it was stated officially that "further discussions" would be held. A date for another meeting was not set immediately, however. Yesterday's meeting was one of many that the committee as a whole and a sub-committee have held during the past two or three months.

In addition to Simonelli, the following attended the latest conference: Charles Einfeld, Jerome Pickman, Sidney Blumenstock, Rodney Bush, Francis Winikus, Howard LeSieur, Howard Dietz, Si Seadler, Gil Golden, Jeff Livingston and Steve Edwards. Arthur L. Mayer and Charles E. McCarthy represented COMPO at the meeting.

See 3 More Weeks

(*Continued from page* 1)

start returning Monday for cross-examination by FCC and DuMont attorneys.

Today's top witness was Edward J. Noble, chairman of the ABC board and slated to be finance committee chairman in the merged company. He backed up earlier statements by ABC president Robert Kintner that the merger would strengthen competition in the broadcasting field by permitting ABC to make a better showing against NBC and CBS and keeping those networks on their toes.

Other witnesses today were ABC vice-president Robert Hinckley, UPT comptroller Simon Siegel, and UPT assistant treasurer James L. Brown. Tomorrow's witnesses will be Roger Clipp, chairman of ABC's station advisory committee, and UPT vice-presidents Edward L. Hyman and Robert Weitman.

Phillips Satisfied with Legislative Results

ALBANY, N. Y., March 20.—D. John Phillips, executive secretary of Metropolitan Motion Picture Theatres Association, expressed satisfaction tonight with the results achieved by his and other industry units at the 1952 session of the Legislature. Phillips said, "We are not hurt," pointing to the defeat of the Condon-Roman Booth bill and to other measures which were bottled up in committee.

Lipton to Map Plans For New Productions

David A. Lipton, Universal Pictures vice-president in charge of advertising-publicity, is scheduled to arrive in New York from Hollywood over the weekend for conferences with home office executives on promotion plans for forthcoming releases.

Lipton will map campaigns for "Red Ball Express," "No Room for the Groom" and "Sally and Saint Ann," plus long-range plans for "The World in His Arms."

DeVry, Boomer to Handle Trade Show

HOLLYWOOD, March 20.—W. C. DeVry of the DeVry Corp., and Roy Boomer, secretary of the Theatre Equipment and Supply Manufacturers' Association have, respectively, been named trade show chairman and trade show and convention coordinator for the organization.

Additionally, J. R. Hoff, TESMA president, has named the following standing committees for 1952:

Nominating committee—Oscar Neu, chairman; L. W. Davee, M. H. Stevens, Fred Matthews, Arsene Pernetti. Auditing—Bob Engel, chairman; Hal Huff, Floyd Garver. Membership—W. C. Stober, chairman; P. A. Templeton, Sam Levinsohn, S. T. Jacobsen, R. F. Kneisley, Leonard Satz, Abram Samuels, George Marchev, Bob LaVezzi, J. A. Fetherston, Dave Wolf, Gilbert Heck, J. P. Latil. Press relations—Jack O'Brien and Clarence Ashcraft, co-chairmen; A. A. Ward, D. E. Hyndman, Howard D. Herbert. Acceptance—Bill Gedris, chairman; Abram Samuels, Bob LaVezzi, Emil Kern, Edward Wolk, Ben Hopkins.

Federal legislation committee—Fred Matthews, chairman; Oscar Neu, Ed Perry, J. K. Elderkin, J. M. Sims. New TESMA trademark committee—Ben Adler, chairman; Eddie Altman, Eddie Lachman, E. J. Vallen, Harold Wendt, W. S. Dwinell. Equipment dealer relations—V. J. Nolan, chairman; W. C. Stober, George Marchev, B. F. Shearer, Bob Engel, Eddie Love. Equipment standardization — Larry Davee, chairman; A. E. Meyer, Fred Wenzel, Marty Bennett, Al Boudouris, Wallace Agey, Bill Prewitt, Harry Strong.

Eidophor to Use

(*Continued from page* 1)

audio sound portion of the installation.

New Altec Lansing amplifiers and "Voice of the Theatre" horn equipment currently are now being installed in the 20th-Fox home office preview room for the projected Eidophor demonstration, expected to be given in about three weeks. The Altec equipment is being installed under the supervision of E. S. Seeley and F. J. Pfeiff of the Altec engineering department.

50% of UA Films

(*Continued from page* 1)

today and prepared to leave for their next session, in Toronto.

Attending the Buffalo meeting were branch manager David Leff, salesmen William Lissner and S. Ginsler, office manager Conrad Grucza, booker James Ryan and the entire Buffalo exchange personnel.

The Heineman-Youngstein tour ultimately will cover every UA branch in the U. S. and Canada.

Turnbull on Coast

HOLLYWOOD, March 20. — Ernest Turnbull managing director of Hoyts Theatres, Australian subsidiary of 20th Century-Fox, is due to arrive here from Sydney, to confer with Charles P. Skouras, president of National Theatres, and to attend the annual division and district conference of National, which will open Monday. He will also visit various studios to view forthcoming product.

GIVE to the American Red Cross.

'Oscar' Vote

(*Continued from page* 1)

and photographic departments, for design, construction and application of the Servo-operated recording and repeating device;

Olin L. Dupy, M-G-M, for design, construction and application of motion-reproducing system;

RCA, Victor division, for pioneering direct positive recording with anticipatory noise reduction.

Academy certificates for accomplishments important to industry, class three, were given the following:

Richard M. Haff, Frank P. Herrnfeld, Garland C. Misener and Ansco film division, General Aniline and Film Corp. for development of Ansco color scene tester;

Fred Ponedel, Ralph Ayres and George Brown, Warner Brothers, for air-driven water motor for use in marine sequences;

Glen Robinson of the M-G-M construction department, for development of music-wire and cable cutter;

Jack Gaylord and M-G-M construction department for development of balsa falling snow;

Carlos Rivas of M-G-M, for development of automatic magnetic film splicer.

U. K. Quota Charge

(*Continued from page* 1)

plying with the quota. He indicated that the question of prosecution of the Empire now is before the Films Council, which is considering all quota defaults last year before recommending prosecutions.

Replying to Socialist questioners, Thorneycroft said the Odeon and Gaumont circuits met their last year's quota but 23 A. B. C. theatres defaulted. He admitted that four exhibitor members of the Films Council are directors of exhibition companies, some of whose theatres have not played their full quota. He said this did not necessarily mean that an offense had been committed or that if one had the director was responsible.

Socialist members endeavored to make capital of the disclosures, one suggesting it was time for a real cleanup in the industry.

Seven Monogram Films in Work

HOLLYWOOD, March 20. — Seven Monogram pictures will be in production next month, it was disclosed here. One of them, "The Rose Bowl Story," will be launched next Tuesday.

Others which will be rolling in April include "Army Bound," which Ben Schwalb will produce, and Lindsley Parsons' "Timber Wolf."

Blum, Goldsmith in MGM Rome Group

The home office delegation, headed by Loew's International president Arthur M. Loew, who will leave here today for Rome by KLM Airways to attend M-G-M's "Quo Vadis" conference, in addition to those previously mentioned, include:

David Blum, director of advertising-publicity; Charles Goldsmith, coordinator of the British Empire; Seymour Mayer, regional director of the Far East; Orton H. Hicks, director of the 16mm. department, and William Melniker, head of the theatre department.

Film, Civic Leaders To Froman Tribute

Leaders in civic and business life, including Spyros P. Skouras, George Skouras, Winthrop Rockefeller, James Farley, Clare Boothe Luce and Ogden Reid, will join with scores from the entertainment field to pay tribute to singer Jane Froman at a testimonial luncheon Monday at the Waldorf-Astoria Hotel here. She will be honored for her "outstanding services to the Armed Forces" with a special U.S.O. Camp Shows citation.

The presentation will be made by Brig. Gen. Robert Christenberry, Chief of U. S. Army Special Services branch. The citation will be signed by Abe Lastfogel, board chairman of U.S.O. Camp Shows; James Sauter, president, and Laurence Phillips, executive vice-president.

Miss Froman's film biography, 20th Century-Fox's "With A Song in My Heart," will open at the Roxy Theatre here on April 4.

MR. EXHIBITOR!
Don't pass this up!
"This is one of the year's GREAT money bets! Broke every record in 15-year-history of Guild Theatre, Rockefeller Center! $1,004 better in third week so far than any other picture ever to play here! And during Lent!"
—Norman Elson,
President, Embassy Theatres

The full length official record of the visit of
QUEEN ELIZABETH
OF ENGLAND
and
THE DUKE OF EDINBURGH
to Canada and Washington
All the pomp, glitter and pageantry of British Royal ceremonial—no Hollywood production could approach it!
In magnificent NEW Eastman Color!
ROYAL JOURNEY
Presented by the National Film Board of Canada
... FROM UA

2 More Suits Filed in Chi.

CHICAGO, March 20.—Attorney John F. Sullivan filed two anti-trust suits in Federal District Court here today on behalf of Louis Spirrison, one involving the Du Page Theatre, Lombard, Ill., asking $700,000 treble damages, the other involving the Villard Theatre, Villa Park, Ill., asking $800,000 treble damages.

Both suits, for the period 1938 to 1948, name the major film companies, Great States Theatres, Balaban and Katz Theatres and Warner Brothers Theatres as defendants, charging that the Du Page was held back to first week and the Villard to second week of general release by a conspiracy among the defendants. The Du Page case has been assigned to Judge William Campbell, the Villard to Judge Michael L. Igoe.

Shreveport Exhibitor Files $495,000 Anti-Trust Suit

NEW ORLEANS, March 20.—Attorneys for Don George, Shreveport, owner of the Don Theatres, has filed suit in Federal District Court against 11 companies claiming damages of $495,000 for alleged discrimination against his Alexandria Theatre.

The complaint alleges that the companies violated the Sherman-Clayton Anti-Trust Act.

Defendants named are Paramount, United Paramount Theatres, Paramount Film Distributing Corp., Paramount Gulf Theatres, RKO Pictures, RKO Radio, Warner Brothers Pictures, Warner Brothers Distributing Corp., United Artists, Columbia Pictures and Columbia of Louisiana.

'Greatest' in 26 More Situations

"The Greatest Show on Earth" will open this week in 26 additional situations, bringing to 93 the total number of U. S. pre-release engagements of the picture. Seventeen runs have already been completed, while 50 playdates are still running.

Midnight Bow for 'Anything,' April 2

"Anything Can Happen" will have a midnight premiere at the Mayfair Theatre here on April 2, with Jose Ferrer, who stars in the film, as honor guest.

Following its initial showing, the film will be shown on a continous 24-hour schedule on the subsequent day. Regular Mayfair hours will resume on April 4.

Start Transfilm Series

Transfilm, Inc., is starting production on a series of 13 short subjects featuring readings from popular literary works, it was announced by Walter Lowendahl, executive vice-president. Featured in the films will be Basil Rathbone, Boris Karloff, Madeline Carroll, Monty Woolly, Burgess Meredith and Walter Hampden.

Goldwyn, Jr., Film on TV

"Alliance for Peace," the film produced for SHAPE by Lt. Samuel Goldwyn, Jr., will be telecast over the CBS-TV network tonight at 10:30.

Reviews

"Macao"

(RKO Radio)

A SLICK job of melodrama-making has been turned out in "Macao." The picture brings together such box-office ingredients as intrigue in an Oriental setting, robust romance, mystery and fast action. The cast is also calculated to bring in customers. Robert Mitchum and Jane Russell have the leads, with William Bendix, Thomas Gomez and Gloria Grahame in support. In the course of the proceedings Miss Russell cavorts about in striking form-fitting gowns and also has occasion to deliver several vocal numbers. There is nothing of great distinction in the screenplay by Bernard C. Schoenfeld and Stanley Rubin, but it is designed to please the general film-goer.

In the early phases of the film a steamship heading for the island of Macao throws three Americans together. They are Mitchum, an adventurous character running away from trouble back in the States; Miss Russell, a buffeted entertainer looking for a job, and Bendix, a hearty American salesman.

Once on the island a lot of melodramatic things happen. It seems that the island's skullduggery all stems from Brad Dexter, an underworld czar who runs a nightclub and is desperately wanted for a number of crimes back in the U. S. Dexter receives information that a U. S. detective is due on the island with the assignment of luring him out past the three-mile limit. He suspects Mitchum to be the detective and thinks that Miss Russell is his girl.

Actually the detective is Bendix, and in a series of maneuvers he uses Mitchum as a cat's paw to get at Dexter. The result is a string of close calls and beatings for Mitchum. By the time the story runs its course, Bendix is killed, and Mitchum is instrumental in capturing Dexter. His reward is twofold: freedom to return to the U. S. and the hand of Miss Russell.

Alex Gottleib produced and Josef von Sternberg directed in crisp, exciting fashion.

Running time, 80 minutes. General audience classification. For April release. MANDEL HERBSTMAN

"The Lion and the Horse"

(Warner Brothers)

A ROUSING outdoor drama is built around a man's devotion to a wild horse in "The Lion and the Horse." The film is the first feature to be done in color by Warnercolor and the process appears to be on a high standard of effectiveness. The lion of the title belongs to a rodeo and when the jungle beast escapes it tangles with the stallion in a climactic scene only to come out second best. There may be some question as to the likelihood of a wild stallion vanquishing the king of the jungle, but it makes for some lively footage.

Steve Cochran has the lead as a wild horse hunter who pursues and finally captures a wild black stallion leader. He keeps the horse in a hideout that is finally spotted by rivals. As a result Cochran finds himself in a position of having to buy back the horse. Not having sufficient funds he sets out to work for the money. In a series of shady negotiations the horse finally is sold to a rodeo where it becomes a bucking horse. Cochran tries in vain to buy the animal to set it free. He then captures it, and takes refuge at a small ranch run by Harry Antrim and his 9-year-old ward, Sherry Jackson. Cochran trains the animal with fondness, making it highly intelligent and responsive.

At this point the villainous rodeo operator arrives on the scene and demands the horse so that he may again exploit it cruelly in his show.

In a series of melodramatic events, the horse tramples its malefactor to death and thereby becomes an outlaw. However, by killing the escaped lion the horse regains its freedom from an appreciative marshal.

The conventional screenplay was written by Crane Wilbur and directed by Louis King, with Bryan Foy in charge of production.

Running time, 83 minutes. General audience classification. Release date, April 19. M. HERBSTMAN

Mexican Owners Elect

MEXICO CITY, March 20.—Antonio de G. Osio, local exhibitor, is the new president of the National Exhibitors Association. He has headed the association several times. Other officers are Adolfo Lagos, vice-president for the federal district (Mexico City); Francisco Sumohano, vice-president for the provinces; Manuel Espinosa Iglesias and Manuel Angel Fernandez, treasurers, and Eduardo Chavez Garcia, secretary.

Mavety Estate, $127,608

TORONTO, March 20.—Prominent in Canadian film circles until his death in a traffic accident two months ago, Charles F. Mavety left an estate valued at $127,608. He was an exhibitor, also operated the Mavety Film Delivery Service and was secretary of the Canadian Picture Pioneers at the time of his death.

Building Code Hearing

ALBANY, N. Y., March 20.—A continued session of the public hearing on amendments to the State Building Code as it relates to theatres and other places of public assembly will be held on Monday at the offices of the Board of Standards and Appeals here.

'Les Miserables' Premiere

The World Theatre here on Monday will have the American premiere of "Les Miserables," with Gino Cervi, Valentina Cortesa and John Hinrich. This is the English-language version of the film which Riccardo Freda directed in Italy.

Drown, Jr., with UA TV

Richard G. Drown, Jr., has been named sales representative of United Artists Television for the New Orleans territory.

$200,000 More To 'Red' Probe

WASHINGTON, March 20.—Another $200,000 was voted today to the House Un-American Activities Committee for the completion of its 1952 program by the House Administration Committee. The House itself must still approve, but this is routine.

Meanwhile, Hy Kraft, former screen writer and one of the authors of the current Broadway hit, "Top Banana," today refused to answer questions of the House Un-American Activities Committee about possible Communist connections prior to 1948.

Kraft, named by Martin Berkeley as a one-time Communist Party member, said he was not now a Communist, had not been one in 1949 and 1950, and did not now believe in Communist Party philosophy. But he refused to answer whether he had been a Communist in 1948 and earlier years or to reply to a long list of questions about membership in Communist front organizations. Finally, Rep. Walter (D., Pa.), who was presiding, said he could "see no reason why we should go on, since this witness is not going to assist us," and adjourned the hearing.

Order Reinstatement Of Projectionist

WASHINGTON, March 20. — The National Labor Relations Board has upheld charges that Fox Midwest Amusement Corp., Fox Plains Theatres Corp., Fox Midwest Theatres, Inc., and the IATSE had discriminated against Kenneth Caraway, a projectionist and maintenance man in Fox theatres in Coffeyville, Kans.

A three-man board panel upheld the September 1951 findings of board examiner Arthur Leff that Caraway had been treated unfairly and should be reinstated with full back pay and seniority rights. The case stemmed from a long-standing family dispute between Caraway and his brother, Sid, who was business agent of the IATSE local.

Wappaus Also Heads Checking for RKO

Herbert Wappaus, who has been in charge of circuit sales operations for RKO Pictures, will also manage the checking department, Robert Mochrie, sales vice-president, announces.

Former manager of the checking department, Milton Platt, was recently promoted to assistant to Nat Levy, Eastern division sales manager.

Hollywood Report Delay

WASHINGTON, March 20. — House Un-American Activities Committee chairman John Wood (D., Ga.) has left town for a week on personal business, and said that no committee meeting to discuss a supplemental Hollywood report would be possible until next week, but he indicated he was quite sure the matter would come up at a Committee meeting before Congress recesses for Easter.

Branton, Shapiro East

HOLLYWOOD, March 20.—Monogram-Allied Artists vice-president Ralph Branton and studio counsel Barnett Shapiro left here today by plane for conferences with company executives in New York.

1951 ACADEMY AWARDS ISSUE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 57 NEW YORK, U.S.A., MONDAY, MARCH 24, 1952 TEN CENTS

The Academy Awards of '51

THE Academy of Motion Picture Arts & Sciences, in bestowing its 24th annual Awards for outstanding achievements of the production community in 1951, revealed itself to be in rather an impressive order of agreement with the ticket buyers.

The honored productions are the end result of superior talents and craftsmanship, indisputably deserving of the industry's recognition. The approach to artistry of some, and that of many of their principals, previously had been remarked by critics, individual and group, whose judgments are wholly ignorant of and therefore uninfluenced by the box-office. Yet the less recent award pictures have had wide public acceptance already and the newer are winning more daily.

There is no special significance in finding the Academy in agreement with the critics. It is to be hoped that finding both the Academy and the critics in agreement to a notable degree with the motion picture public is significant.

The most important awards are bestowed at the box-office. When, as at present, the public's awards are in good measure seconded by artists, craftsmen and critics, there is good reason for faith in an era of prosperity for the industry.

We can have art and eat, too.

•

The Special Awards voted by the Academy board of directors confer well-merited recognition on their recipients—Arthur Freed who, in his repeatedly demonstrated abilities to assimilate art and entertainment, surely has demonstrated his right to the Irving G. Thalberg Memorial Award; Gene Kelly who, likewise, has found entertainment no obstacle to the creation of screen artistry and thus has contributed much to Freed's achievements.

SHERWIN KANE

Arbitration Meeting to be Convened Within 30 Days

Johnston, Acting for 10 Distributor Firms, Sends Bids to 5 Exhibitor Organizations For New York Meeting; Rodgers Chairman

Acting in behalf of 10 distribution companies, Eric A. Johnston, Motion Picture Association of America president, issued invitations on Friday to five exhibitor organizations to participate in an industry conference on arbitration in New York "within 30 days."

He announced at the same time that William F. Rodgers of Loew's has agreed to serve as chairman of a four-man sales managers committee that will represent distribution at the conference. Allied States and Theatre Owners of America submitted arbitration proposals to the distributors some four weeks ago, after working on them since last fall.

Eric Johnston

Al Lichtman, 20th Century-Fox; Robert Mochrie, RKO Radio, and A. Montague, Columbia, complete the sales managers committee, which will have as counsel the following company attorneys: Austin C. Keough, Paramount; Robert W. Perkins, Warners, and Adolph Schimel, Universal.

Johnston's letters of invitation were sent to the following exhibitor association presidents: Wilbur Snaper, Allied; Mitchell Wolfson, TOA; Edward N. Rugoff, Metropolitan Motion Picture Theatres Association; Harry Brandt, Independent Theatre Owners Association of New York, and H. V. (Rotus) Harvey, Western Theatre Owners.

A copy of the letter was sent to the U. S. Attorney-General, and another to Abram F. Myers, Allied general counsel, who prepared the 16-

(*Continued on page 7*)

Rodgers May Take COMPO Presidency

William F. Rodgers, Loew's vice-president and consultant, may be swept into the presidency of the Council of Motion Picture Organizations within a day or two by popular demand.

William Rodgers

A groundswell of industry sentiment for the popular M-G-M executive to take the post, that has been building for weeks and was restrained only because of Rodgers' known reluctance to re-enter the arena of trade relations, erupted on Friday.

What amounted to virtual demands

(*Continued on page 6*)

Myers Urges Industry Meet

WASHINGTON, March 23. — Abram F. Myers, general counsel of Allied States, today proposed a conference of the top executives of all branches of the industry "to plan for the protection of the industry against outside attack, to provide for the industry's internal peace and security and plan for its future prosperity."

Myers said such a conference should

(*Continued on page 2*)

New Warner Color Process Premiere On Coast Thursday

HOLLYWOOD, March 23. — Warner Brothers' new color process, WarnerColor, will be exhibited publicly for the first time Thursday night at the Academy Theatre here, Jack L. Warner, vice-president in charge of production, discloses.

The process, perfected after many years of research and experimentation in collaboration with Eastman, will be given a special industry debut at the invitational preview of "The Lion and the Horse."

Lippert Leases 20 Features to Video

HOLLYWOOD, March 23.—In a transaction he described as the "last block of features I will release to television," Robert L. Lippert leased 20 films, produced in 1946-50 period, to station KTLA, for local use only, for a two year term. The latest film is "Baron of Arizona." Lippert said transaction was required under the terms of the bank loan recently obtained from the Bank of America, and does not imply a similar transaction will be made in future.

HUMPHREY BOGART ACADEMY AWARD! BEST ACTOR!
in UA's "THE AFRICAN QUEEN"

HUMPHREY KATHARINE
BOGART · HEPBURN
Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR

Personal Mention

EDWARD J. PESKAY, producers' representative, left New York on Friday for a tour of exchange cities.

•

Robert Benjamin, president of the J. Arthur Rank Organization in the U. S., and his wife, Jean, on Friday became parents of a second child, Jonathan Adam, born at New York Hospital.

•

Robert Montgomery will address the 20th annual meeting of the Mass Federation of Taxpayers Association at the Hotel Statler, Boston, on Saturday.

•

Ralph Cattell, vice-president of Jerry Fairbanks Productions, has been confined to his Hollywood home with a virus infection.

•

Harold Wirthwein, Monogram-Allied Artists Western sales manager, returned to Hollywood at the week-end from Seattle and San Francisco.

•

Walter L. Titus, Jr., Republic district manager, is in Dallas from New York.

•

Sidney Blumenstock, Paramount advertising manager, on Friday celebrated his 45th birthday.

•

Foster M. Blake, Universal's Western sales manager, returned here over the weekend from Denver.

•

Mel Hulling, Monogram franchise holder, is back in San Francisco from Seattle.

NT Operations Are Up for Review

Los Angeles, March 23.—Charles P. Skouras, president of National Theatres, will open tomorrow's annual four-day NT convention here at the circuit's home offices, setting the first order of business on the agenda for a review of theatre operating results.

One of the major highlights of the session wil be an outline of divorcement plans for the company in fulfillment of the 20th Century-Fox consent decree.

A report on admissions, covering advance prices, roadshows, junior and servicemen's tickets, will be presented by Jim Runte of Sacramento. Other reports scheduled to be made include controllable expense items, by W. H. Thedford, Portland; problem theatres and new policies, by Stan Brown, Long Beach; taxation problems, by Dick Dickson, Los Angeles; and juvenile problems, by W. C. Ricord, Jr. also of Los Angeles.

Shiffrin to Columbia

Albany, N. Y., March 23.—Paul Shiffrin, booker with M-G-M in New Haven 10 years, is the new booker-office manager for Columbia here. He succeeds William Hanley.

FCC Hearing Into 10th Week

Washington, March 23.—The Federal Communications Commission's Paramount hearings enter their 10th week tomorrow, with cross-examination of witnesses on the proposed merger of American Broadcasting Co. and United Paramount Theatres.

Cross-examination will be by FCC attorneys and counsel for Allen B. DuMont Laboratories. First witnesses will probably be UPT president Leonard Goldenson, ABC Board chairman Edward J. Noble and ABC president Robert Kintner.

At Friday's hearing, Roger Clipp, chairman of ABC's station advisory committee, said he thought TV would use more and more film, but that the trend would be to shorter films of 15 and 30 minutes. Robert Weitman and Edward Hyman, UPT vice-presidents, were questioned about plans for interchange of talent between UPT and ABC under the merger. Weitman said all stars appearing at the Paramount Theatre now are allowed to make TV appearances if they want, and that he believed that any new talent developed in Paramount Theatres after the merger would be free to go on TV. However, after long argument among counsel, it was agreed that Weitman and Hyman would merely be carrying out policy laid down by Goldenson and Kintner, and that these questions should be put to these two officials this week.

Starr Now Chairman Of TOA Tax Group

Alfred Starr of Nashville, has been named to replace Morton Thalhimer of Richmond, Va., as chairman of the 30-member special tax committee of the Theatre Owners of America, it was announced at the weekend by Mitchell Wolfson, TOA president.

Thalhimer, whose appointment was announced on March 10, was forced to decline the chairmanship because a tour of Europe will keep him away from his office for a few months.

Starr said, "I will be happy to do all I can as chairman, or otherwise, in the area of discriminatory taxation on the national level. I am not equipped with information to advise exhibitors regarding taxation on the state or local level, but on the national level, count me in."

TOA formed the committee to cooperate with the taxation committee of the Council of Motion Picture Organizations headed, by Robert J. O'Donnell and and Col. H. A. Cole.

Eban at 'City' Premiere

Abba Eban, the Ambassador of Israel to the United States, and Mrs. Eban will be hosts to top level representatives of the United States and foreign countries who will be invited to attend the world premiere of "Faithful City," first Israeli-produced English-speaking feature, which is set for Walter Reade's Park Ave. theatre on April 7.

Plan No Change in U. K. Film Quota

London, March 23. — Peter Thorneycroft, president of the Board of Trade, announced on Friday that he does not propose to introduce any order amending Britain's film quota this year. Thus, the quota continues from Oct. 1, next, at 30 per cent for first features and 25 per cent for supporting program films.

Newsreel Parade

EISENHOWER in the political news, and events in Korea are current newsreel highlights. Other items range from the eclipse of the sun to sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 25—Minnesota gives Eisenhower huge write-in vote. Korea prisoners in bloody riot. Troops moved by air. *Look* magazine honors Susan Hayward. Eclipse of sun. Batista hailed. Old locomotives.

NEWS OF THE DAY, No. 259—Malaya war jungle drama. Eisenhower coming home. Scientists study eclipse. High stepping on stilts. Goodwill envoys from Britain. Scrap locomotives. Sutton trial well guarded. Dog in monkey cage.

PARAMOUNT NEWS, No. 62—Tigne, France; town that progress doomed. Busses from Britain. Spring goes to milady's head. Betty Hutton: A surprise bride. Zoo suits dog just fine. New jet center in Ohio.

TELENEWS DIGEST, No. 12-B — GOP contest gets hotter. Detroit; guns and butter production. Truman plans. Revise bible. Mrs. FDR in India. Elephants make music. Fashions. Harriman Cup Race.

UNIVERSAL NEWS, No. 545 — Scrap drive. Koji Island riot. President Rhee. English busses. Marshall plan in Austria. Korea: new flamethrowers in operation. Old dog and new tricks.

WARNER PATHE NEWS, No. 64 — Batista hailed; Cuban president in Mexico. Hoffman and Ike. Moving at White House. Korea prisoners of war. Korea mine explosion. Dog and monkey story. Ski meet.

Myers Urges

(*Continued from page 1*)

take up measures to strengthen the Council of Motion Picture Organizations, to fight against the inroads of television, and to discuss arbitration, trade practices and other subjects.

Myers said the industry must start fighting back against television's attempts, through political influence, pressure tactics and other means, to get the best films for home television.

The Federal Communications Commission, he believes, is siding with television broadcasters and laying down policies which, if they prevail, would force the film companies to give their finest pictures to television and would put theatre owners out of business.

Unless the distributors change their selling policies and also set up an arbitration system, "the litigation now afflicting the major companies will be but a token of what's in store for them," Myers warned.

Should Solicit Merchant Support

The COMPO campaign to repeal the Federal admissions tax should solicit the support of all merchants in every town, citing the way theatres attract people to the store and restaurant districts, Myers counselled.

He contends the film industry is now challenged by television, burdened by discriminatory taxation, torn by internal dissension and engulfed in a flood of litigation. He said no one doubts the film industry, acting as a unit, could quickly change this pictre, but added that while its leaders have individually shown a fighting spirit, they do not submit to discipline, and "the unhappy result is they are galloping off in all directions."

Calling for the top-level, all-industry conference, Myers attacked producer-distributor executives for refusing the "duties and responsibilities of leadership," and delegating these instead to "job seekers, time-servers and routineers." The industry is "dominated and hamstrung," he declared, "by a new and curious breed of executives—nabobs too big to be bothered."

"We think the present situation is sufficiently grave," Myers said, "for the holding of a conference — not a mass-meeting—of the top executives in all branches—a sort of council of state."

Much of Myers' "white paper" was taken up with the challenge from television, and the need for fighting back, particularly against what he discerns as the tendency of some Federal groups to pressure companies into selling their best films to television.

"These activities by government agencies are outside the scope of their statutory authority, and reflect the political influence that has been brought to bear on them by the television interests," Myers said. He urged the film industry to make clear to the public the "frantic efforts by TV to obtain the best motion pictures with which to bolster its own unsatisfactory programs."

Myers attacked the FCC for attempting to "build up television at the expense of motion pictures," and for taking the "short sighted policy" that the film industry consists only of the producers, ignoring the great investment in theatres. He said government officials should be made to realize that the motion picture business is a "straightforward, legitimate entertainment business," while "television is a huckster, using entertainment merely as ballyhoo for merchandise."

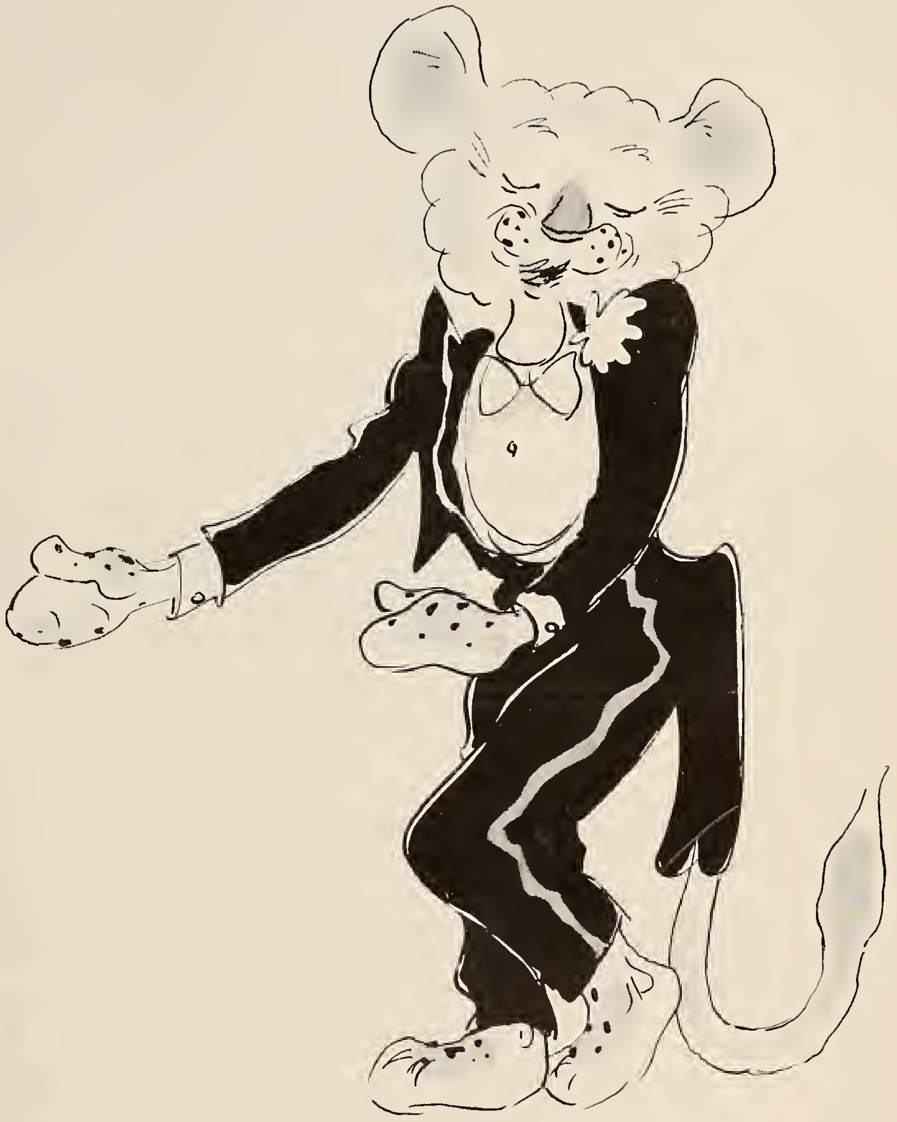
Myers said the public gets the impression that the film industry is running away from the fight, and that the industry should start fighting back. For example, he said, if it's true that theatre lighting preserves or aids vision, while television brings eyestrain, why not publicize this?

Get Cleveland Franchise

Cincinnati, March 23. — States Film Service, of which Meyer Adelson is president and Bud Wessel is secretary-treasurer, with headquarters here, has acquired the franchise of National Film Service for the Cleveland territory, formerly held by L. C. Gross. The company also maintains shipping and inspection quarters in Indianapolis.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address,"Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"Honestly, I was just standing in the sun waiting for a streetcar—"



BEST PICTURE OF THE YEAR: "AN AMERICAN IN PARIS."

IRVING THALBERG AWARD: To Arthur Freed for outstanding contributions to the field of musical production.

SPECIAL AWARD: To Gene Kelly for his exceptional ability to put choreography on film.

BEST STORY AND SCREENPLAY: Alan Jay Lerner for "An American In Paris."

BEST SCORING OF A MUSICAL PICTURE: Johnny Green and Saul Chaplin for "An American In Paris."

BEST ART DIRECTION *(color)*: Cedric Gibbons, Preston Ames for "An American In Paris."
Set decoration, Edwin B. Willis, Keogh Gleason.

BEST COSTUME DESIGN *(color)*: Orry Kelly, Walter Plunkett, Irene Sharaff for "An American In Paris."

BEST CINEMATOGRAPHY *(color)*: Alfred Gilks, John Alton for "An American In Paris."

BEST SOUND RECORDING: "The Great Caruso," Douglas Shearer, sound director.

BEST SHORT SUBJECT: "Two Mouseketeers" (Tom & Jerry). Fred Quimby, producer.

N.Y. Censor Group Sees 'Latuko'

A screening of "Latuko," the African documentary sponsored by the American Museum of Natural History, was held here Friday for members of a special New York State Board of Education committee appointed to review the film.

The Motion Picture Division of the Board of Education has withheld a permit for theatrical release in New York State, requesting that certain cuts be made in scenes depicting the nudity of natives. Museum officials have asked for a review of the request, contending that revisions would deprive the film, of its authenticity. A brief arguing against the proposed revisions has also been filed by the Museum. "Latuko" failed to receive a Production Code certificate of approval.

Producers Representatives, Inc. is the theatrical distributor of the film.

'Spanish' 'Fabiola' Here

The full-length, three-hour, Spanish-language version of "Fabiola" will have its world premiere on April 12 at the Hispano Theatre, Manhattan, of which Marcel (Selly) Kann is managing director.

Quinn to Leave Raybond

William J. Quinn, general manager of Raybond Theatres, will leave his post at the end of the month for a rest and vacation. He joined Raybond in 1938. No successor will be named.

March is American Red Cross Month. GIVE.

TOP WINNERS OF 1951 'OSCARS'

Scene, above, from the Best Picture Award winner, M-G-M's "An American in Paris," in color by Technicolor.

Above, left: Humphrey Bogart, Best Actor, for Horizon-United Artists' "The African Queen." Center, Vivien Leigh, Best Actress, Warner's "A Streetcar Named Desire." Right, George Stevens, Best Director, "Paramount's "A Place in the Sun."

Correction

Saul Chaplin and Johnny Green were responsible for the musical scoring of "An American in Paris," which won the Academy Award in that classification. Peter Herman Adler was erroneously teamed with Green in MOTION PICTURE DAILY's report on that Academy Award in Friday's issue.

Predict 50% Rise For UA in Canada

TORONTO, March 23.—United Artists grosses in Canada in 1952 will increase more than 50 per cent over last year, it was predicted here at the weekend by UA vice-presidents William J. Heineman and Max E. Youngstein, who presided at a regional sales meeting.

The entire Canadian sales staff attended the session, headed by Charles Chaplin, Canadian district manager, and branch managers Robert Radis, Calgary; Sam Kunitsky, Montreal; I. J. Davis, St. John; George Heiber, Toronto; H. Woolfe, Vancouver, and A. Weinstein, Winnipeg. All Canadian salesmen and bookers also attended.

The meeting concluded the first lap in a series which ultimately will take the UA vice-presidents to every company exchange. Accompanied by Nat Nathanson, Eastern sales manager, they returned to New York over the weekend for a short stay in the home office before starting on a second series.

Editors Invited to Judge

Al Cahlan of the Las Vegas (Nev.) *Review Journal*, and Hank Greenspun of the *Morning Sun* in the same city, have been invited to serve on the International Variety Clubs' Charity Citation Committee, by Nathan D. Golden, chairman of International Variety's Heart Committee. The judges will select the tent to receive the Heart citation and plaque during Variety's 16th annual convention to be held in Las Vegas on April 28-May 1.

MGM Names Newcom

HOLLYWOOD, March 23. — M-G-M has selected James E. Newcom as supervising film editor for the new production unit set up recently by Dore Schary to operate under Charles Schnee. Newcom will supervise the editing of films to be made within the unit. Ten pictures now have been scheduled for the group with more planned.

Palace Now Primping

The Palace Theatre here closed last night to get ready for Betty Hutton and the "All-Star Variety Show," which will open on April 12. Boxoffices will remain open daily.

Award Winner, Received Top Review Treatment of '51 in M. P. Daily, Aug. 28

In reviewing the 1951 Academy Award winner, "An American in Paris," in the issue of Aug. 28, 1951, *Motion Picture Daily* accorded the outstanding production rare editorial and typographical treatment, in order to call the picture's importance to the attention of exhibitor readers.

The review was one of the very few published on Page I of *Motion Picture Daily* in 1951. In addition, it carried an editorial precede which said, in part: "For sheer excellence in entertainment, nothing quite like MGM's 'An American in Paris' has come from Hollywood in quite a spell. . . . It makes a substantial contribution to the art of the screen and its advancement. It well may mark a new milestone in the production of film musicals."

The review also placed special emphasis upon the picture's technical achievements, which won five other Academy Awards in addition to the Best Picture award, and without doubt did much to help Arthur Freed win the Irving Thalberg Memorial Award, and Gene Kelly the special award for his artistry in choreography. The picture won six awards, in addition to the two special awards to Freed and Kelly, its producer and star, respectively. Paramount's "A Place in the Sun" also won six awards. Warner's "A Streetcar Named Desire" won four awards.

My Thanks

EDITH HEAD

☆

BEST COSTUME DESIGNING

(Black and White)

"A PLACE IN THE SUN"

Paramount

THE W. J. GERMAN ORGANIZATION

Extends Congratulations
to all of the

ACADEMY
AWARD
WINNERS

EASTMAN FILMS

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FORT LEE — CHICAGO — HOLLYWOOD

Wichita House Files Anti-Trust Suit

CHICAGO, March 23.—Chicago attorney Seymour Simon has filed an anti-trust suit in U.S. District Court for Western Missouri in behalf of Herman Hunt and the Tower Theatre, Wichita, Kan., for the period June, 1948 to June, 1950.

The suit, which asks $300,000 treble damages, alleges that the defendants, the eight major film companies and Fox Theatres, conspired to prevent the Tower Theatre from running pictures on an exclusive first run, a non-exclusive first run, or a moveover first run because the pictures were being licensed to the local Fox theatres for exclusive first runs.

Reception Stars MGM Rome Meeting

ROME, March 23.—Eighty-two delegates, territorial managers and other executives, in addition to guests from the diplomatic world, today attended the reception marking the opening of M-G-M's global conference on "Quo Vadis" at the Grand Hotel, the company reported.

Following an informal dinner tonight, the conferees will begin regular meetings tomorrow morning, with Arthur M. Loew, president of Loew's International Corp., delivering the keynote address.

Tomorrow's agenda will also include a discussion of global sales policies by Morton Spring, first vice-president, and Samuel N. Burger, sales manager.

Zenith Income in '51 Declined Sharply

CHICAGO, March 23.—Zenith Radio Corp., in contrast to the general trend of most businesses which finds sales up and profits down, suffered declines in 1951 from 1950 in both sales and profits. Sales were down from $134,000,000 in 1950 to $110,000,000 in 1951. Profits declined from $8,000,000 to $5,000,000, or from $17.22 per share to $10.91 per share.

President E. F. McDonald, Jr. attributed the declines to the TV color controversy and government restrictions on credit buying.

March is American Red Cross Month. GIVE.

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Rodgers

(*Continued from page* 1)

that Rodgers be persuaded to take the COMPO post came from every membership quarter of the organization. The volume and insistence of the demands was not only a tribute to Rodgers and the confidence which all branches of the industry have in him, but was, as well, an impressive demonstration that the industry not only wants COMPO to continue but wants it headed by the best industry manpower available.

Depends on Schenck

As the situation stood on Friday, it appeared that Rodgers could be induced to take the post provided Nicholas M. Schenck, Loew's president, consented. Schenck is vacationing in Florida and could not be reached immediately, but his reply is expected by today or tomorrow.

Among those endorsing and urging Rodgers for the post were Si Fabian, chairman of the executive committee of Theatre Owners of America; Abram F. Myers, chairman and general counsel of Allied States; James A. Mulvey, representative of the Society of Independent Motion Picture Producers; Rotus Harvey, president of the Western Theatre Owners; Eric Johnston, president of the Motion Picture Association; Edward Rugoff, president of Metropolitan Motion Picture Theatres Association; Harry Brandt, president of Independent Theatre Owners of New York, Arthur L. Mayer, retiring COMPO executive vice-president, Martin G. Smith, president of Independent Theatre Owners of Ohio, and Abe Berenson, president of Gulf States Association.

Spyros Skouras, president of 20th Century-Fox, who was elected president of COMPO on Feb. 21 but who was unable to serve because of pressure of business, also has urged the designation of Rodgers.

Rodgers won the confidence of all branches of the industry in his handling of the United Motion Picture Industry conferences on trade practices in the late 1930's and for other contributions of his to industry conciliation moves. Although seeking less instead of added responsibilities since going on consultant status at Loew's the first of the year, Rodgers is said to have assured his petitioners he will give serious consideration to accepting the COMPO post provided his company has no objections.

On Friday, he was named chairman of the distributors' committee to meet with exhibition representatives on formulation of a plan of arbitration and concilation for the industry.

McVicker's Cuts Again

CHICAGO, March 23.—The downtown McVicker's Theatre has cut its evening price from 80 cents to 65 cents (including tax), Monday through Friday. The 80-cent price still prevails on Saturday and Sunday evenings. This cut follows a slash in Saturday and Sunday matinee prices made by the theatre a few weeks ago.

Timberg Joins U.N.

WASHINGTON, March 23.—Sigmund Timberg, head of the Justice Department's consent decree section, is taking a year's leave of absence to serve as secretary of the United Nations' *Ad Hoc* Committee on restrictive trade practices. He played a key role in negotiating the ASCAP consent decree.

Solid Distribution Bloc on Arbitration

Eric A. Johnston's disclosure that 10 distributors will participate in an industry conference on arbitration marks the first time that a solid bloc of distributors has formed for such a purpose. Columbia, Universal, United Artists, Republic and Monogram stood apart from the arbitration arrangement provided for in the 1940 consent decree in the industry anti-trust suit because of the expense involved.

The first report that these companies would accept invitations to join in an industry arbitration conference was published by *Motion Picture Daily* on February 11.

Price to Princeton

Sherman Price has been appointed New York sales manager of Princeton Film Center, Inc., by Jack Barless, executive vice-president. Active for more than 17 years as a film writer, director and producer, Price until recently was president of Teletran, Inc. Previously he founded and was first president of Transfilm, Inc.

Beckwith NTFC Speaker

Aaron Beckwith, director of sales for United Television Programs, will speak before the National Television Film Council luncheon on Wednesday at the Warwick Hotel, Mel Gold, NTFC president, has announced.

Call Arbitration Meeting

(*Continued from page* 1)

page memorandum detailing the organization's arbitration proposals.

TOA's proposals were submitted in considerably shorter form. Their salient recommendation was for appointment by the U. S. Secretary of Commerce of a national industry arbitration chief who would receive an annual salary of possibly $25,000.

To 'Explore Subject'

The MPAA president's letters said that the conference "is to take place in the City of New York as soon as it can be conveniently arranged, and in any event, within 30 days from the date of this letter." He wrote that the purpose of the meeting "is to explore thoroughly the subject of arbitration and conciliation of disputes involving exhibitors and distributors of motion pictures in the United States, including discussion of proposals heretofore advanced by exhibitor organizations.

"It is contemplated," Johnston's letter continued, "that such exploration will proceed with all reasonable diligence and speed, with the hope and to the end that the conferees may achieve agreement to present to their respective principals for acceptance and to submit to the U. S. Department of Justice for approval."

The Johnston invitation specified that the exhibitor organizations designate "two officers or members of your organization and its counsel to meet with like committees of the other exhibitor organizations . . . and the general sales managers." Johnston stated that he was writing in response to the requests of the following companies: Columbia, Loew's, Monogram, Paramount, RKO Radio, Republic, 20th Century-Fox, United Artists, Universal, and Warners.

Returned Here Last Week

The naming of Rodgers as chairman of the distributors' group places him again in an active industry role only three months after he resigned the Loew's distribution vice-presidency to serve the company in a consultative capacity. He returned to New York last week from a Florida vacation.

Johnston asked for acceptances of the invitations "as soon as possible." He requested the names of the respective organizations' committees "so that I may be able to inform those accepting, of the precise time and place of the first meeting."

Allied since last fall, when its annual convention called for an industry arbitration conference, has had a six-man arbitration committee under the co-chairmanship of Snaper and Myers. On March 6, TOA announced appointment of a 17-member arbitration committee headed by S. H. Fabian.

Prompt acceptances of Johnston's invitations by the exhibitor organizations was indicated at the weekend when virtually all commented favorably on the distributors' action.

Smakwitz Criticizes 'Early-Late Show'

ALBANY, N. Y., March 23. — The Hartford theatres' experimentation with an 8:30 P.M. "Early-Late Show" screening plan for the top feature is "the wrong step, taken at the wrong time," Warner zone manager Charles A. Smakwitz declared.

"I am opposed to such a schedule because it will decrease, not increase business," he said. "The success of a motion picture theatre rests on continuous operation, which permits patrons to enter at whatever hour best suits their convenience. The top feature should go on for the last time as near to 10 o'clock as possible—never before 9:25 or 9:30 P.M.

"Many people, returning home at night from work, cannot get to a theatre by 8:30," Smakwitz added. "When you schedule the big feature that early, they will either stay away, or complain on arriving at the theatre. The early-birds, remaining downtown for dinner, can easily make the first show."

"I cannot conceive of a worse time to try the 8:30 plan than now, when the days are growing longer and when daylight saving time is approaching," continued Smakwitz.

Reade Circuit Extending "Curtain-at-8:40" Plan

"Curtain-at-8:40," the series utilized by Walter Reade Theatres to bring key foreign films to small communities, will be extended by the circuit to its theatres in Kingston and Saratoga Springs, New York, in April.

PARAMOUNT TRADE SHOWS

Friday, March 28, 1952

• • •

EDMOND O'BRIEN
STERLING HAYDEN · DEAN JAGGER
LAURA ELLIOT · LYLE BETTGER
in
"DENVER & RIO GRANDE"
Co-starring
J. Carrol Naish · Zasu Pitts
Color by TECHNICOLOR
Directed by BYRON HASKIN
Story and Screenplay by FRANK GRUBER
Produced by NAT HOLT

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	7:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	10:30 A.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	2 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 400 North Preston Street	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1:30 P.M.
JACKSONVILLE	FLORIDA STATE THEA. SCREENING ROOM, Florida Thea. Bldg.	2:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	11 A.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	2:30 P.M

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 58 NEW YORK, U. S. A., TUESDAY, MARCH 25, 1952 TEN CENTS

Loew Theatre Profits Beat Films 4 Years

Divorce-Reorganization Plans Ready for Meeting

From 1942 through 1946, Loew's profits from film production and distribution operations and other sources not connected with exhibition, ran well ahead of theatre operating profits. From 1947 through 1951, profits from Loew's U. S. and Canadian theatres were substantially greater than all other company profits.

The separate profit figures for the past 10 years appear in the company's proxy statement setting forth its divorcement and reorganization plan to be voted upon by stockholders at the annual meeting to be held April 29 at the home office.

The years of greatest contrast between film profits and theatre profits were 1943, when theatre profits amounted to $8,860,000, and other profits aggregated $26,172,000, and 1944, when theatre profits were $8,-

(*Continued on page 6*)

Rodgers Can't Take Top COMPO Post

William F. Rodgers, Loew's vice-president and consultant, was reported yesterday to have declined the presidency of the Council of Motion Picture Organizations "for reasons of health."

The Loew's executive appeared on Friday about to be swept into the COMPO office on a groundswell of industry sentiment. However, it is understood that he refused the post for the same reason that he recently relinquished the top sales post at

(*Continued on page 2*)

Leon B. Back Heads Maryland Allied

BALTIMORE, March 24.—At the annual meeting of Allied Motion Picture Theatre Owners of Maryland, the following officers and directors were elected for the ensuing year:

Leon B. Back, president; Lauritz Garman, vice-president; C. Elmer Nolte, Jr., treasurer, and Mrs. Helen Diering, executive secretary.

Directors are Jack Levin, Meyer

(*Continued on page 6*)

W.B.-ABPC See Remittance Cuts; Plan U.K. Production

By PETER BURNUP

LONDON, March 24.—In anticipation of more stringent arrangements on the conversion of American film companies' sterling earnings here resulting from the talks to be held here in June on changes in the Anglo-U. S. industry monetary agreement, Warner Brothers is preparing plans for increased production here, Sir Philip Warter, chairman of Associated British Pictures Corp., in which Warner holds an important interest, said today following his return from an extended American visit.

Sir Philip said that he also had conferred with Eric Johnston, president of the Motion Picture Association of America, and that Johnston's opinion supported the Warner-ABPC view that the forthcoming monetary talks here will lead to more stringent remittance arrangements with empha-

(*Continued on page 4*)

TOA Inaugurates Decentralization Of Its Activities

Decentralization of virtually all Theatre Owners of America activities, with special emphasis on trade practices, theatre television, public relations, research, legislation, taxation and advertising, was revealed yesterday by Mitchell Wolfson, TOA president, as marking a new approach in the organization's program to solve exhibitor problems.

In a special brochure sent to TOA members, Wolfson has called for the establishment in each of the organization's six regional units, committees dedicated to aggressive work in the

(*Continued on page 2*)

CompoHitsTreasury 'Non-essential' Tag

Arthur L. Mayer, executive vice-president of COMPO, sent a formal protest yesterday to Secretary of the Treasury Snyder against the Treasury Department's characterization of the motion picture industry as "a relatively non-essential service."

This description of the industry was

(*Continued on page 2*)

Question Kintner on Media Competition

WASHINGTON, March 24.—Even assuming the merged American Broadcasting - Paramount Theatres Co. owned a subscriber television system as well as theatres and home television broadcasting, the board would not be able to "manipulate" programs among the three competing media,

(*Continued on page 4*)

B.O. Downswing 'Reversed,' Skouras Tells NT Meet

HOLLYWOOD, March 24.—"The downward business trend has been arrested and reversed," National Theatres president Charles P. Skouras told the circuit's division presidents, department heads and district managers at the opening of the four-day annual meeting today. Although the first few weeks of 1952 saw boxoffice totals about five per cent below 1951, Skouras said, "the upturn beginning about four weeks ago, due to good product and vigorous promotional efforts applied, will show an operating profit for the first quarter above a year ago." Continuing supply of strong product and sustained effort in its behalf are all that's needed to keep business on the upheat, Skouras said.

"There is no inflation in admission prices," the circuit's James Runte, Sacramento, said, pointing out that NT's admission scale has advanced

(*Continued on page 6*)

Bamberger Urges Newspaper Aids

OKLAHOMA CITY, March 24.—Good working relations between exhibitors and their local newspapers are essential to the best interests of both, Leon Bamberger, RKO Radio sales promotion manager, declared in an address to the annual convention of the Theatre Owners of Oklahoma here today.

Business interests and problems common to both newspapers and exhibitors were cited by Bamberger. Among them, he said, was the prob-

(*Continued on page 2*)

TOA, Allied Arbitration Delegates Set

Wolfson, Snaper, Fabian, Yamins in; ITOA Set Too

Three of the five exhibitor organizations invited to meet with distributors on arbitration already have named delegates to represent them at conferences with a four-man sales managers committee headed by William F. Rodgers.

Allied and the Theatre Owners of America, each of which about four weeks ago submitted to distributors their respective proposals for a possible industry system of arbitration, and the Independent Theatre Owners Association of New York, have named a total of eight delegates.

Wilbur Snaper, Allied president, reported yesterday that he and Nathan Yamins of New England would represent Allied as the two conferees stipulated by Eric A. Johnston, Motion Picture Association of America president, in the invitation issued last Friday in behalf of 10 distributors. The Allied delegates will be accompanied by Abram F. Myers,

(*Continued on page 6*)

No First-run Limit On 'Show' in Chi.

CHICAGO, March 24.—"The Greatest Show on Earth" today was granted an unlimited Chicago first run by Federal Judge Michael L. Igoe, throwing bidding wide open to all comers by lifting the two week first run limitation imposed by the Jackson Park decree on "affiliated" theatres which might wish to compete for the picture with unaffiliated houses such as the Woods and Oriental. The Palace, whose position in relation to the decree (with RKO having bowed out of the house) has not been established, also could enter into bidding for the picture.

Albany Tour Will Cover 40 Cities

ALBANY, N. Y., March 24.—The "Movietime, U.S.A." tour, scheduled for the Albany exchange area the week of April 21, will cover approximately 40 cities and towns, Harry Lamont, exhibitor chairman, revealed today.

Personal Mention

BARNEY BALABAN, Paramount president; PAUL RAIBOURN, vice-president, and RUSSELL HOLMAN, Eastern production manager, have returned to New York from Hollywood.

•

JESSE L. LASKY was in Philadelphia over the weekend from Hollywood to address the bi-annual meeting of the Music Educators National Conference. He is due back at the studio tomorrow.

•

GINO CERVI, Italian film star now in New York, will be honored by Italian Films Export at a cocktail party in the Rainbow Grill here on Thursday.

•

ALLEN M. WIDEN, motion picture editor of the Hartford *Times*, has returned there from Los Angeles.

•

STIRLING SILLIPHANT, 20th Century-Fox publicity manager, returned here yesterday from St. Petersburg, Fla.

Bamberger Urges

(*Continued from page 1*)

lem of the stay-at-homes, who buy and read fewer newspapers; shop less, thus impairing the effectiveness of merchants' newspaper advertising, and paid less attention to community affairs.

Bamberger cited recent approaches to good working relationships between exhibitors and newspapers which have been made in Hartford, Rochester, Houston, Binghamton, and which are being attempted in Minneapolis by North Central Allied, and elsewhere with Gannett and Scripps-Howard newspapers.

The efforts, he said, are not only bringing about better publicity, reviewing services and other direct aids to local exhibition but also are making progress in the direction of elimination of premium advertising rates charged by newspapers for theatre advertising. The Hartford *Times* and the Binghampton *Press* have abandoned premium amusement advertising rates, with the result that total lineage has increased. In Houston, neighborhood and second-run theatres are granted a 20 per cent rate reduction, commensurate with that portion of a newspaper's total circulation from which the smaller theatres could not conceivably draw patronage, Bamberger reported.

Morris Loewenstein, unit president, opened the meeting, which had a registration of 125, and urged exhibitors to do all possible to keep disputes out of the courts. E. R. Slocum, El Reno, was general chairman, and C. B. Akers was program coordinator.

Alfred Starr of Nashville spoke on unjust taxation, print shortages, television in homes and theatres, competitive bidding and the necessity of arbitration.

Mitchell Wolfson, TOA president, lauded the public relations work of Hollywood players and pleaded for teaching young blood in exhibition.

A. D. Cox of Binger was the afternoon chairman.

$1,365,000 for 'Show' At Music Hall

"The Greatest Show on Earth" will wind up its 11th week at Radio City Music Hall tomorrow with an estimated gross of $103,000, bringing the total gross to a terrific $1,365,000. The figure falls short of the all-time record set by "The Great Caruso" which grossed $1,395,000 in its 10-week run in the summer of 1951. "The Greatest Show On Earth" shares the long-run record with "Random Harvest," which also played 11 weeks at the house in 1942.

"Singin' in the Rain" bows into the Hall on Thursday.

N. Y. Grosses Are Fair, Despite Rain

Grosses along Broadway ranged from fair to very good despite the weekend rain.

At the Capitol "The African Queen," showing the momentum of Humphrey Bogart's winning an "Oscar," did a robust $50,000 for the fifth week. The figure was about 33 per cent higher than the previous week.

At the Roxy Theatre a good $60,000 was registered for "Deadline, U.S.A." in its second week along with a stage show.

"The Marrying Kind" at the Victoria Theatre continued strong with a second week take of $36,000. Pickets representing the Catholic War Veterans and the Jewish War Veterans still continued to protest in evening hours the alleged Communist sympathies of Judy Holliday and scriptwrite Garson Kanin.

"Quo Vadis," in its 21st and last week at the Astor, continued to show vitality with a figure of $17,000. "My Six Convicts" moves into the house tomorrow.

In its second and final week at the Paramount "Boots Malone" showed a fair $47,000. "Meet Danny Wilson" with Frank Sinatra, makes its bow at the house today.

Business at the Rivoli where "Viva Zapata" is in its seventh week was also fair. The picture did $11,000.

At the Strand the reissue of "A Streetcar Named Desire" did a fair $20,000 in its one week return. Sadler's Wells Ballet begins a two-week run today.

A satisfactory $14,000 was chalked up for "The Belle of New York" at Loew's State. The picture is in its third and last week, with "Flesh and Fury" opening Thursday. "Snow White and the Seven Dwarfs" was rewarding in the fifth week of its re-release at the Criterion, where it grossed $15,000. "The Captive City" begins its run at the theatre today.

At the Globe "Smoke Jumpers" did a fair $12,500 for its first week. In the eighth week at the Mayfair "Sailor Beware" was also fair with an estimated $20,000.

NEWS in Brief . . .

CLEVELAND, March 24.—The board of directors of the Independent Theatre Owners of Ohio will meet in Columbus on April 22 to complete final arrangements for the ITOO convention to be held in Cleveland on May 19-21 at the Hollenden Hotel.

Speakers lined up, as announced by ITOO secretary Bob Wile, are Abram Myers, Allied general counsel; Wilbur Snaper, national Allied president; Maurice Bergman, head of Universal's public relations; H. M. Ritchey, Loew's exhibitor relations head; Martin Quigley, Jr., editor of *Motion Picture Herald*, and W. Ward Marsh, film critic of *The Plain Dealer*.

•

The old Paragon movie studios in Fort Lee, N. J., across the river from here, were destroyed by fire Sunday, with at least $1,000,000 in damage to stage and television sets stored in the buildings. Once the film capital of the world, the studios burned out despite the efforts of firemen from nine communities.

•

Discussion of developments in connection with the long-standing negotiations with Loew's for a contract covering the licensing of music used on sound tracks is expected to take place at the annual membership meeting today of ASCAP at the Waldorf Astoria Hotel here. The business meeting will be followed this evening by the organization's annual dinner. Otto Harbach, ASCAP president, is scheduled to preside at both functions.

•

WASHINGTON, March 24. — The Kentucky State Legislature has adjourned without action on bills to boost the admission tax and set up film censorship, reports Motion Picture Association of America legislative representative Jack Bryson.

•

Loew's Theatres division managers, Lawrence Beatus, who began with Loew's 40 years ago, and Eugene Meyers, rounding out 44 years with the circuit, who have been on sick leave for some months, have been retired. Their fellow division managers in the New York area, together with home office executives, attended a testimonial luncheon for them yesterday.

•

Paramount has completed a one-reel film on the new state of Israel which will be released this week by the United Jewish Appeal for showing throughout the country.

Entitled "Front Line '52," the UJA picture is narrated by Eddie Cantor and calls upon all Americans to help the organization raise $151,500,000 to aid Israel.

Decentralization

(*Continued from page 1*)

trade practices, taxation, and other spheres formerly approached by the national organization.

"The necessity is upon us to create a statesmanship and broad understanding of our problems if we hope to survive," the TOA president warned.

Italians Plan for Big US Year and Are Alert to Code

Forecasting wider exhibition and broader mass acceptance of Italian films in the U. S. beginning this year in consequence of a full scale dubbing program, Dr. Renato Gualino, general director of Italian Films Export and president of the International Federation of Motion Picture Producers Associations, yesterday said he believed Italian film-makers in recent months have become increasingly aware of the demands of the American market and the extent to which it is influenced by such factors as the Production Code.

At a trade press conference in his office here, Gualino said his statement last December that IFE would not encourage adherence to the American Code was made primarily to see what the reaction to such a statement would be here.

Treasury Tag

(*Continued from page 1*)

made in the "Federal-State-Local Tax Coordination Study" published March 7 by the Departments' tax advisory staff.

Rodgers-Compo

(*Continued from page 1*)

Loew's: doctor's orders to avoid overburdening with work.

Eric A. Johnston, Motion Picture Association of America president, announced on Friday that Rodgers had agreed to serve as chairman of a sales managers committee that will represent distribution at forthcoming industry conferences on arbitration. This appointment preceded any discussion with Rodgers on the possibility of his assuming the COMPO presidency, it is understood.

3rd Winner in a Row

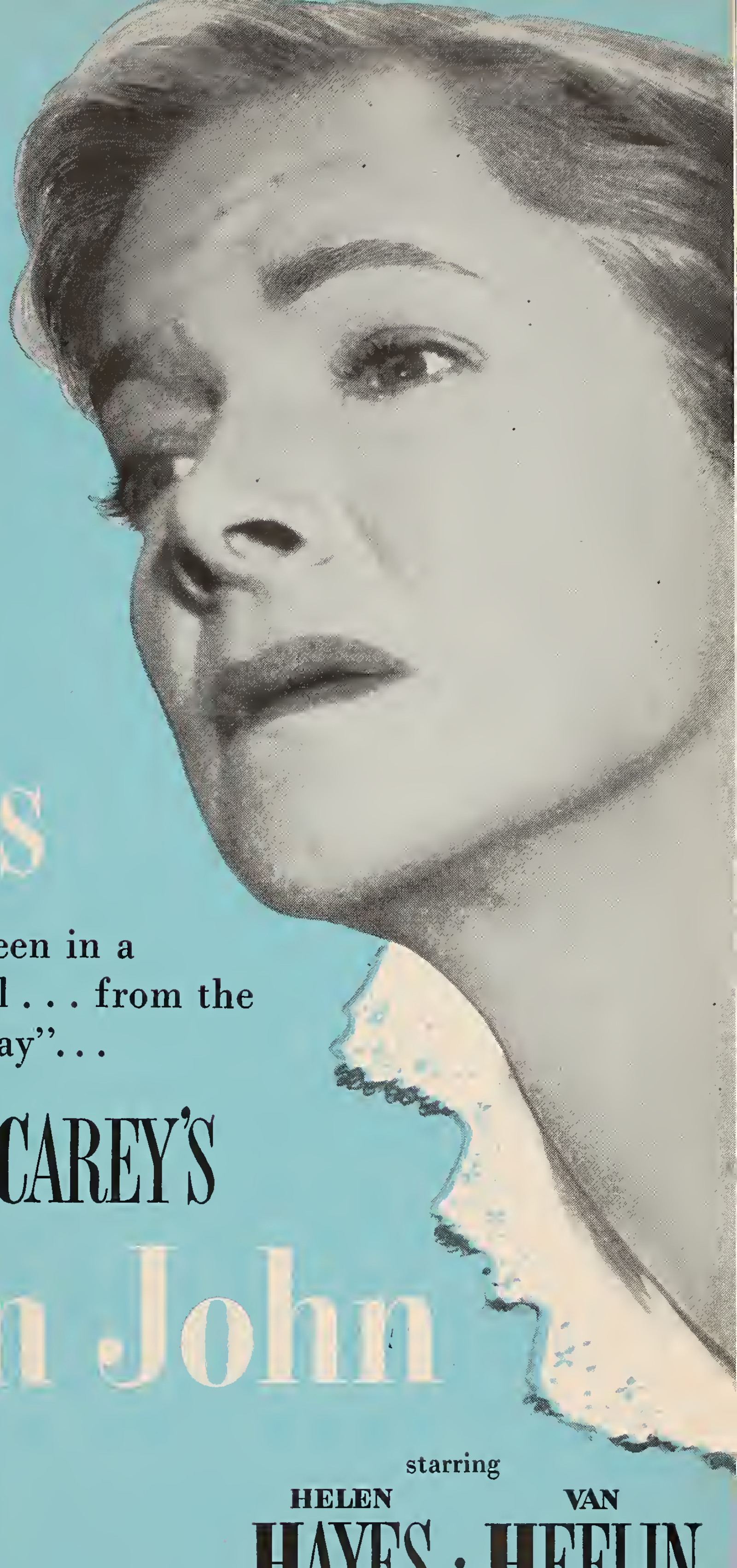
Walt Disney's True-Life Adventure, "Nature's Half Acre," current Academy Awards winner, is the third of the series, and the third to win such an award.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DeMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by TECHNICOLOR
plus
SPECTACULAR STAGE PRESENTATION

WILLIAM HOLDEN
Boots Malone
with Stanley Clements · Basil Ruysdael
and introducing JOHNNY STEWART
in person
ELLA FITZGERALD
GEORGE DE WITT
CONDOS · BRANDOW
AL DONAHUE And His Orch.
RICHARD HAYES
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Soon From
Paramount

a drama of tremendous force
and timeliness...in which

Helen Hayes

returns triumphantly to the screen in a
picture of unlimited grossing potential . . . from the
man who made "Going My Way"...

LEO McCAREY'S

My Son John

"No more fancy lies, John! Explain the key to
that girl's apartment... or you'll go to prison!"

starring

HELEN HAYES · VAN HEFLIN
ROBERT WALKER · DEAN JAGGER

Screenplay by MYLES CONNOLLY
and LEO McCAREY
Adaptation by JOHN LEE MAHIN
Produced and Directed by
LEO McCAREY

National Pre-Selling

NOT one but two "Pictures-of-the-Month" will be named in the April *Redbook*. Florence Somers, feature edito, picked "African Queen" as "top grade entertainment for everyone. Hepburn's and Bogart's characterizations are the finest jobs they've ever done." She gives "With A Song in My Heart" equal status and says Susan Hayward "is superb in the role of Jane Froman. Her impersonation is flawless and one would think she had been a great singer herself." . . . The April *Woman's Home Companion* carries Philip T. Hartung's capsule reviews of six pictures, with "Phone Call from A Stranger," "Bend of the River" and "Invitation" leading his list.

•

The current *Ladies Home Journal* has no editorial mention of movies in 206 pages, but it does have two fine cooperative pages from national advertisers, one from Lux, featuring Maureen O'Hara is "Flame of Araby" and the other from Jergens Lotion, with pictures of Esther Williams in "Skirts Ahoy." . . . The March *Mademoiselle* has a neat and nice way of handling new things, in Leo Lerman's "Something To Talk About"—two facing pages, devoted to "The Marrying Kind" and "A Month of Sundays," with each getting a layout of a dozen stills as pre-selling for upcoming attractions.

•

RKO's "Macao," starring Jane Russell and Robert Mitchum, will get its sendoff through national advertising beginning with the March 31 *issue of* Time, *utilizing a string of magazines and Sunday supplements to reach a combined circulation of* 35,000,000. . . . *The current* Collier's *devotes almost its entire issue to the subject, "Man Will Conquer Space Soon," making excellent pre-selling for numerous science fiction movies of space ships and interplanetary communication, past, present and future. There is a national survey under way to determine the popularity and permanence of this type of film.*

•

There was dancing in the streets of Indinapolis on Friday night with traffic jammed for blocks and more excitement than the city has seen in years, at the Indiana world premiere of Paramount's "Aaron Slick from Punkin Crick," The *Indianapolis Star* and good Hoosiers went all out for the bucolic quality of the picture, which reminded them of the tall corn country. More than 100 couples were square-dancing in front of the Indiana theatre, and liking it. . . . A tieup between the Wayne Howell program and RCA-Victor, localized in Chicago only, offered "Aaron Slick" albums as prizes, with more than 10,000 replies in the first 24 hours, which indicates a listening audience of at least one and one-half million potential patrons.

•

Marlene Dietrich is soaring to new heights as a result of her personal appearance tour and will top all others if she continues the record-breaking excitement she created at the State Lake in Chicago. She's now thinking of a "Chautauqua" tour—very unlike the original Chautauqua variety.

WALTER BROOKS

Question Kintner on Media

(*Continued from page* 1)

ABC president Robert E. Kintner declared today.

Kintner testified as the Federal Communications Commission's Paramount hearings entered their 10th week. He was on the stand all day, under questioning by FCC counsel Frederick Ford.

Ford questioned Kintner on what ABC-UPT policy would be under various circumstances, and brought objection from ABC attorney James McKenna. But Ford explained there was no historical pattern to question Kintner about, and that his questions had to deal with assumptions and suppositions.

Much of Ford's questioning dealt with what the merged company would do about placing features and other programs in theatres or home television or subscriber TV, assuming it owned all three. Kintner maintained he did not want to assume ABC-UPT would have subscriber TV as well as theatres and Home TV, but that if Ford required him to make this assumption, he would also assume ABC-UPT had competition in each of the three fields, and in that event, Kintner maintained, the board could not "manipulate" features either into its theatres or its home broadcasting or its subscriber TV, because there would be too much competition from other broadcasters or exhibitors for the films.

Anyhow, Kintner said, theatres and home television need different types of programs; the producers would have lots to say as to which medium showed their films; the Paramount consent decree required theatre-by-theatre selling for films in theatres, preventing monopolistic control by the merged company; and the FCC presumably would exercise supervision over use of features on home and subscriber television.

Kintner repeated earlier statements of UPT president Leonard Goldenson that the merged company had no plans to engage in production or distribution of theatre TV programs. Even if it did, however, it "would not be incompatible with home television," he declared.

Asked what he would do if the major producers released to television many of the features now in their vaults, Kintner said ABC did not have "too real an interest" in feature-length films for television, even should they be available.

UA in Market for Key Films for TV

United Artists Television is in the market for "new major television properties" for release to telecasters. For that purpose, John H. Mitchell, director of UA TV, arrived in Hollywood from here yesterday.

Mitchell will conclude producer-distributor financing and production agreements with top TV-film producers for the addition of selected program series to the current schedule of UA TV releases.

W.B.-ABPC Plan

(*Continued from page* 1)

sis on increased American production here for employment of frozen sterling.

In anticipation thereof, Warner already has agreed to the production of "Master of Ballentrae," and a second important feature to star Audrey Hepburn. In addition, Warner and ABPC have agreed to joint production at Elstree studios on a larger scale than ever before, Sir Philip said.

Four advantages are seen accruing from the new plan, Sir Philip explained: the jointly produced films will be entitled to quota credit, thereby easing the A.B.C. circuit's booking problems; the production costs will be shared with the American company; the pictures will qualify for Eady Plan aid, and the pictures will add to ABPC's release schedule of important product.

In addition, Sir Philip pointed out, Warner will have set its unremittable sterling to working profitably, with a resultant increase in its volume of production available for the American and other markets.

ABPC generally will hold the rights to distribution of the pictures in the United Kingdom, South Africa, Australia, New Zealand and possibly other territories, but this will be subject to revision in the course of experience, the ruling principle to be which party is likely to do the best in any given territory.

No hard-and-fast financing formula is being set, he said. Each picture will be considered on its merits.

Warter expressed himself as greatly impressed with the new Warner-Color system. He said the ABPC laboratories will be equipped to handle the new process as soon as possible and the studio will begin using it as rapidly as Kodak can provide the raw stock.

ABPC technicians will go to Hollywood at once, he said, to familiarize themselves with the technique and costs of the new color process.

He also said the studio will begin using magnetic recording, first for newsreels, to be followed by features in the course of next summer, with RCA supplying the equipment.

Final UA Audit Due Around End of Week

Price, Waterhouse Company's audit of United Artists' operations for 1951, which during the past week was discussed at frequent intervals between representatives of the accountancy firm and the distributor, now is expected to emerge in final form the latter part of this week. Additional information sought by Price, Waterhouse, was supplied by UA, and will be incorporated in the final audit.

Jane Froman Cited At USO Luncheon

Jane Froman was presented with a special USO Camp Shows citation "in appreciation of tireless efforts and unceasing devotion to the men and women of the Armed Forces," at a testimonial luncheon at the Waldorf Astoria here yesterday.

ASCAP Honors Miss Froman

Marking a departure from tradition, the members of ASCAP will honor Jane Froman today at their annual dinner, saluting her forthcoming film biography, "With a Song in My Heart."

TV Theatres' Best Ad Buy: Kintner

Washington, March 24. — Television time is "the best advertising buy theatres can make," American Broadcasting Co. president Robert E. Kintner said today. He declared he felt television a better advertising medium for theatres than newspapers or magazines, and that he had told this to United Paramount Theatres president Leonard Goldenson. But Goldenson said he had to be convinced, Kintner reported.

Hellenic Association Honors Skouras

Spyros P. Skouras, 20th Century-Fox president, left last night for California following a Washington banquet tendered in his honor by the American Hellenic and Educational Progressive Association at which he received a scroll naming him the American-Greek who accomplished most in the field of humanitarian and philanthropic endeavor during 1950-1951. Ed Sullivan, 20th Century-Fox assistant publicity manager, left for the Coast with Skouras.

HARRISON'S REPORTS

(Reprinted from the famous reviewing service—Harrison's Reports)

'Waco'

Starring **Wild Bill Elliott**

Very good from every angle — direction, acting and realism. It has, in fact, been so well produced that one is made to feel as if witnessing a real-life occurrence. A great share of the credit should go to director Lewis Collins. Although the picture has been photographed in a Western locale, it is really not a Western, but an outlaw picture, with a story far different from the ordinary run, for the hero becomes an outlaw without losing the spectator's good will. Later he becomes a sheriff and cleans up a town of the lawless element. Nor are the other outlaws, with the exception of one, presented as vicious men. There is plentiful thrilling action, and the romance is mild but pleasant. The outdoor scenery, enhanced by good photography, is pleasing. Vincent M. Fennelly produced it, and Lewis Collins directed, it from a screen play by Dan Ullman.

(Advt.) **A Monogram Picture**

Congratulations "Bogey"

For your

Academy Award Winning Performance

in

"THE AFRICAN QUEEN"

HORIZON PRODUCTIONS, INC.

A United Artists Release

Arbitration

(*Continued from page* 1)

Allied general counsel, serving as counsel.

Mitchell Wolfson, TOA president; S. H. Fabian, TOA arbitration committee chairman, and Herman M. Levy, general counsel, will be the two delegates and counsel from the TOA, Gael Sullivan, the organization's executive director, indicated here yesterday.

The ITOA will have as delegates Harry Brandt, president, and Max A. Cohen, it was announced by the organization. Notifications of appointments by the Metropolitan Motion Picture Theatres Association and Western Theatre Owners are expected momentarily.

Johnston's invitation indicated that the arbitration conference would be held in New York within 30 days of last Friday. An exact date was not set as of yesterday.

It is expected that H. V. (Rotus) Harvey, WTO president, will designate himself as one of that organization's two delegates, and that Edward Rugoff, MMPTA president, will be one of the MMPTA's delegates, since the other three organizations' presidents will be on hand.

Three company attorneys will serve as counsel to the distributors' committee at the conference.

Leon Back Heads

(*Continued from page* 1)

Leventhal, William C. Allen, Stanley Baker, Frank A. Hornig, Jr., Jack L. Whittle, J. Robert Gruver, Milton Schwaber, Joseph C. Grant and Edward F. Perotka.

Session for Teachers

Junior and senior high school teachers who are participating in the in-service course of 15 meetings co-sponsored by the Board of Education and the Motion Picture Industry of New York will devote today's meeting to a discussion of the Stanley Kramer production, "My Six Convicts."

Fly to fun and relaxation on a TWA Quickie Vacation in the Sun Country

You're only hours away, by TWA, from Phoenix, Las Vegas, Southern California. Big savings with TWA's Family Half-Fare Plan and Sky Tourist flights. See your travel agent or call TWA.

TWA
TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA

Tornadoes Closed Many Theatres, Damaged Marquees, Halted Prints

Memphis, March 24—The tornadoes which tore through sections of Tennessee, Arkansas, Mississippi, Missouri and Kentucky, leaving 214 dead, a thousand injured and millions in property damages, closed many theaters temporarily because of power lines being down. Wind damage to marquees and some theatre buildings was marked. Some theatres were left without film when highway patrolmen blocked off roads to disaster areas for the use only by Red Cross rescue workers, ambulances and National Guard units. Trucks carrying film to Judsonia, Arkansas, were turned back by the highway patrolmen. Reports said only a Methodist church escaped undamaged in Judsonia and it was turned into a hospital for the injured.

Loew's Divorce Plan

(*Continued from page* 1)

912,000, compared with other profits of $18,666,000.

In 1947, theatre profits amounted to $12,784,000 and other profits to $6,120,000. In 1948, theatres accounted for $12,472,000 profit, while other Loew's operations resulted in a loss of $4,101,000. The following year theatre profits amounted to $12,583,000, while other operations lost $1,795,000. In 1950, non-theatre operations returned to the black, showing a profit of $2,712,000, compared with theatre profit of $9,896,000, and last year non-theatre operations again forged ahead of theatre operations, $7,243,000 to $6,944,000.

Equal for 10-Year Period

For the 10-year period the profits between the theatre and non-theatre operations were almost equal—$100,978,000 for the former, and $100,859,000 for the latter.

The statement reveals that slightly more than 10 per cent of Loew's feature film rentals came from its own theatres, approximately 140 of them, in the three years 1949 through 1951.

Film rentals in 1949, including sales of accessories, amounted to $98,393,794, of which $9,916,000 came from wholly owned Loew's theatres and $2,361,000 from partly owned subsidiaries. In 1950, rentals aggregated $102,824,820, of which Loew's wholly owned theatres contributed $9,248,000 and partly owned, $2,092,000. Last year, rentals were $106,991,762, and Loew's wholly owned theatres paid $8,817,000, and partly owned subsidiaries, $1,498,000.

The theatre figures include foreign operations and in those instances also include charges for shorts, newsreels, etc.

The distribution receipts also include the following from foreign operations: 1949, $33,927,399; 1950, $37,130,841; 1951, $39,757,772.

Total domestic and foreign theatre receipts were: 1949, $50,600,958; 1950, $46,497,366; 1951, $43,620,331, representing a decree of $7,000,000 in theatre receipts in the three-year period.

The company notes that pro forma balance sheets giving effect to the separate operations of production-distribution and the new theatre company cannot be ascertained with any degree of accuracy at this time, because the divorcement is not required to be completed before Feb. 6, 1954, and distribution of the new stock from one to three years thereafter.

The plan is the first in the industry to achieve divorcement by the formation of one instead of two new companies, as was done in the cases of Paramount and RKO. Loew's will continue in existence and a new theatre company will be formed to which the domestic and Canadian theatre assets will be assigned and which will assume its share of the funded debt and certain other liabilities of Loew's. The latter will reduce its capitalization to a probable 3,000,000 shares of authorized common, compared with the present 6,000,000 shares. It is contemplated that the new theatre company also will have 3,000,000 shares of authorized stock.

Loew's stockholders will receive one-half share in both companies for each share of Loew's stock held. Officers, directors, agents and certain employes of the companies will be required to dispose of their stock in the company with which they are not associated within six months after the stock distribution date. The company states it has been advised that the reorganization will be tax free.

If the plan is not approved by the stockholders by June 6, next, the consent decree under which it was developed, becomes void and the government anti-trust suit against Loew's will be restored to the court docket without prejudice.

Still Far in Future

The name of the new theatre company, to be designated by Loew's, and the officers of the new and the continuing companies have not yet been decided upon, according to the proxy statement, because the effective date is still so far in the future.

The statement notes that as of now, the new theatre company would have 143 theatres in the U. S., of which 20 are to be divested and 55 are subject to future product limitations or to contingent divestiture. Of 70 New York theatres, 54 are subject to the latter prospects.

In addition to picture operations, Loew's will continue to own or have interests in radio stations, music publishing, phonograph record-making and foreign theatre and film interests.

Loew's Directors Up For Reelection

The present 11 members of Loew's board of directors are proposed for reelection at the company's annual meeting of stockholders here April 29. They are: George A. Brownell, Leopold Friedman, F. Joseph Holleran, Eugene W. Leake, C. C. Moskowitz, William A. Parker, William F. Rodgers, J. Robert Rubin, Nicholas M. Schenck, Joseph R. Vogel and Henry Rogers Winthrop.

The company's proxy statement shows the following salary and other compensation paid for the 1951 fiscal year: Friedman, $130,357 plus retirement benefits; Leake, $25,100; E. J. Mannix, $159,036, plus $43,571 compensation based on profits, plus retirement benefits; L. B. Mayer, $156,429, plus $143,571 compensation based on profits; Moskowitz, $156,429, plus retirement benefits; Rodgers, $114,714, plus retirement benefits and funds in escrow; Rubin, $104,286, plus $76,612 compensation based on profits, plus retirement benefits; Schenck, $130,357, plus compensation based on profits, plus retirement benefits, and Vogel, $156,429, plus retirement benefits.

Tells NT Meet

(*Continued from page* 1)

only 42 per cent since 1940, whereas the value of the dollar has decreased 45½ per cent in that period. The concensus of the roundtable discussion on this subject was that admission prices should not be cut. At the same time, he said, increasing admission for standout attractions, such as "Quo Vadis" and "David and Bathsheba," although well deserved and frequently advisable, should not be fixed policy.

Taking up the divorcement and divestiture, Skouras said, "We shall follow to the letter the government's decree, without undertaking maneuvers of any kind." He pointed out that the circuit will have a new board of directors, and will have its stock listed on the market. John Bertero, in a question-answer period, explained the legal and market aspects of the divestiture procedure.

The afternoon was given over to departmental meetings, with Ed Zabel, Thornton Sargent and R. H. McCullough presiding.

Delegates will witness a Telemeter demonstration at the Telemeter factory tomorrow night.

Reinhardt Coming Here

HOLLYWOOD, Mach 24.—Gottfried Reinhardt heads for Broadway shortly in a search for new faces for "Equilibrium," one of the episodes in M-G-M's trilogy, "Story of Three Loves," which he will direct. Reinhardt has just completed "The Jealous Lover," also part of this tripledecker which Sidney A. Franklin is producing.

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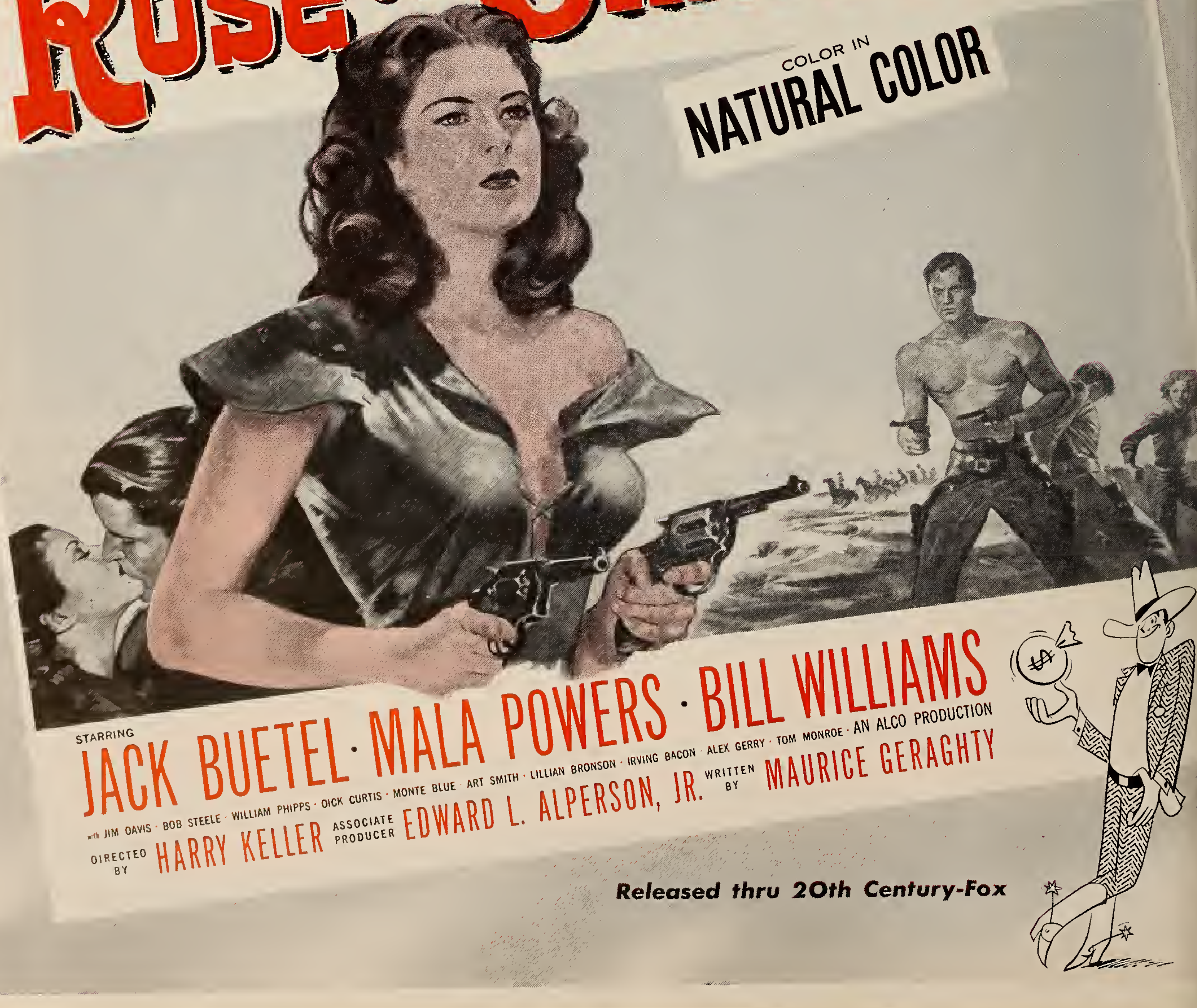

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 59 NEW YORK, U.S.A., WEDNESDAY, MARCH 26, 1952 TEN CENTS

US Films Hit, Praised for Effect Abroad

State Dep't. Wants to Film Its Own 'Messages'

WASHINGTON, March 25.—Hollywood films both help and harm the U. S. abroad, Herbert T. Edwards, chief of the State Department's Motion Picture Division, told a House appropriation's sub-committee today.

Edwards testified on the division's request for $10,600,000 for its regular non-theatrical distribution program for the 1952-53 fiscal year, plus $4,658,000 for special feature-length films for showing in theatres in the Near, Middle and Far East. He said the Department proposed to make about 18 such films, designed to counteract Communist propaganda films being shown in the same areas.

The films, averaging about six reels

(*Continued on page 6*)

Stress Children's Shows at NT Meet

HOLLYWOOD, March 25.—Emphasizing the importance of children's shows, at National Theatres annual meeting, Dick Smith, Phoenix, pointed out that the present members of Fox Theatre's Leaders Club for children, maintained for the past 21 years, are the children of the original members, who are the house's best adult customers.

Harold Rice, Denver, speaking on staff courtesy and safety instruction, made the point that airlines, hotels,

(*Continued on page 6*)

$14,585,637 Paid To Ascap During '51

ASCAP during 1951 collected $14,585,637 in performing right royalties from all commercial users of music except motion pictures, it was revealed yesterday from a finance committee report to the Society's annual membership meeting at the Waldorf Astoria Hotel here.

Negotiations have been underway for some time with film producers to set up contracts to collect $1,400,000

(*Continued on page 7*)

Buchman Trial Is Set for May 26

Washington, March 25. — Producer Sidney Buchman today pleaded "not guilty" to a two-count indictment for contempt of Congress.

Buchman was indicted for failing to appear on two different occasions to testify before the House Un-American Activities Committee. He was arraigned today before U. S. District Court Chief Judge Bolitha Laws, made the "not guilty" pleas, and had his trial set for May 26. Meanwhile, he was released on $1,000 bond. Should he be convicted he would be subject to up to a year in jail and/or a $1,000 fine on each count.

Sales Committee on Arbitration Holds First Meeting Here

Confidence in arbitration as a means of settling intra-industry disputes and the hope that an agreement can be arrived at in the coming exhibitor-distributor conferences here next month was expressed by William F. Rodgers, chairman of the distributors arbitration negotiating committee, following the first meeting of that committee yesterday.

Rodgers said that no procedure for the joint meetings has been set yet but

(*Continued on page 10*)

Rodgers States His Reasons for Not Taking Compo Post

Having relinquished his position as general sales manager of Loew's only last winter for reasons of health, and to make it possible to get some much-needed rest, William F. Rodgers told a trade press conference at his office here yesterday that the same reasons prevented him from accepting the presidency of the Council of Motion Picture Organizations which was being urged on him by all COMPO member units.

Rodgers explained that he had previously agreed to serve as chairman of the distributors' sub-committee for negotiation with exhibitors of an industry arbitration plan and that, when he was urged while in Florida to take the COMPO presidency, he had replied that he could not accept it.

He said he was approached again

(*Continued on page 10*)

Sees No TV Future For Feature Films

WASHINGTON, March 25.—American Broadcasting Co. president Robert E. Kintner today stuck by his prediction that Hollywood features would not bulk large in his network's television programs.

On the stand at the Federal Communications Commission's Paramount hearings, Kintner was closely questioned on this point by DuMont attor-

(*Continued on page 7*)

Bergman, Coyne Lead Off Compo Speakers' Activity

The Council of Motion Picture Organizations speakers bureau, authorized last month by the industry agency's executive board, will commence operations early in May, Arthur L. Mayer, COMPO executive vice-president, disclosed here yesterday.

Two tours, one by Maurice Bergman of Universal-International, and the other by Robert W. Coyne, COMPO special counsel, will serve to inaugurate the bureau's activities.

Bergman will lead off with addresses before audiences in several Ohio communities for two weeks beginning May 5. Several towns in Virginia will be the points where Coyne's addresses will be made, beginning May 12.

Bergman's itinerary is being arranged by Robert A. Wile, secretary of the Independent Theatre Owners of Ohio, who has advised COMPO that

(*Continued on page 10*)

Kanturek Resigns MPEA Austria Post

Joseph B. Kanturek, Motion Picture Export Association publicity supervisor in Austria since 1946, has resigned that post, effective March 31. Kanturek is currently in this country negotiating a new post. MPEA's operations in Austria will draw to a close late this summer.

Austrian production now runs up

(*Continued on page 10*)

Court Sustains 22 Percentage Suits in East

Nationwide Impact Seen In W. Va. Motion Denial

CHARLESTON, W. Va., March 25.—Rejection by U. S. Judge Ben Moore of a defense motion for dismissal of 22 percentage suits here is regarded by distributors' counsel as having possible nationwide impact.

The motion was aimed at throwing out the distributor suits on the claim that various activities of the film companies in this state constituted a doing of business in West Virginia which required them to qualify and secure authority from the Secretary of State of West Virginia as foreign corporations.

According to distributor counsel, Judge Moore's ruling on the motion for summary judgment is significant in that similar situations exist in over 20 states which are served by the distributors from branch offices located

(*Continued on page 6*)

More Aluminum and Copper, Less Steel

WASHINGTON, March 25.—Theatre equipment makers and other industry firms will get more aluminum and copper in the third quarter than in the second, but less steel, the National Production Authority revealed.

It allocated the motion picture division, for parcelling out to industry firms, only 6,219 tons of steel for the third quarter. This is the lowest allotment yet, and compares with a peak of 8.909 tons in the third quarter of 1951 and 7,516 tons in the second quarter of this year.

Fleisher, Knox on N.E. Allied Board

BOSTON, March 25. — A special meeting of executives and members of the board of directors of the Allied Theatres of New England was held today to fill two existing vacancies on the board of directors of that exhibitor organization. It was announced that Theodore Fleisher, president of Interstate Theatres of New England, replaced the late E. Harold Stoneman and Winthrop S. Knox of the Middlesex Amusement Co. of Malden, Mass., has replaced Lloyd C. Clark.

5 from Para. in July, August

Five top-budget pictures will be released by Paramount in July and August, it was announced here by A. W. Schwalberg, president of Paramount Film Distributing Corp. An additional eight pictures are tentatively scheduled from September through December.

Leading off is Cecil B. DeMille's Technicolor film, "The Greatest Show on Earth," which goes into general release in July. Also scheduled for July are "The Savage," starring Charlton Heston, and W. Somerset Maugham's "Encore."

The two August releases are "Carrie" and "Son of Paleface." "Carrie" was produced and directed by William Wyler, and stars Laurence Olivier and Jennifer Jones. "Son of Paleface," in Technicolor, stars Bob Hope with Jane Russell and Roy Rogers.

Nine of the 13 pictures tentatively scheduled for release between July and December are in color by Technicolor, the largest percentage in Paramount's history. Each film, according to Schwalberg, will be backed by a far-reaching advertising, publicity and exploitation campaign.

The tentative release program from September includes: Bing Crosby's Technicolor musical, "Just for You," co-starring Jane Wyman and Ethel Barrymore; and "The Blazing Forest," in Technicolor, produced by William Pine and William Thomas, and starring John Payne.

Scheduled for October is the Betty Hutton Technicolor musical, "Somebody Loves Me," produced by William Perlberg and George Seaton. The second October release is "Caribbean Gold," in Technicolor, produced by William Pine and William Thomas and starring John Payne.

November's schedule includes Dean Martin and Jerry Lewis in Hal Wallis' "The Stooge," and "This Is Dynamite," starring William Holden.

In December Bob Hope, Bing Crosby and Dorothy Lamour "hit the road" again in "Road to Bali," in Technicolor. Completing the year's releases is Nat Holt's "Hurricane Smith," in Technicolor, starring Yvonne De Carlo.

Mort Goodman in Ad Agency Post

HOLLYWOOD, March 25. — Mort Goodman, studio advertising-publicity director of Republic for the past six years, has resigned to accept the vice-presidency of the Stodel Advertising Co., effective April 1. In addition to vice-presidential activities, Goodman will handle the agency's motion picture department.

Republic has not yet announced a successor.

Lockwood Heads Fund

BOSTON, March 25.—Arthur Lockwood has been named 1952 general chairman of the Children's Cancer Research Foundation "Jimmy Fund" drive, by the New England Variety Tent No. 23.

Personal Mention

NED DEPINET, RKO Pictures president, will end his Phoenix, Arizona, vacation next week and will go back to Hollywood from there before returning to New York.

•

ABE BERENSTEIN, M-G-M exploiteer for Albany and Buffalo, will travel with the "Movietime, U.S.A." star tour that is scheduled for the Albany exchange area during the week of April 21.

•

SEYMOUR M. PEYSER, United Artists vice-president and general counsel, and MRS. PEYSER, yesterday became parents of their second daughter, born at Harkness Pavilion Hospital here.

•

ROGER MANVELL, British Film Academy director, will arrive here from London Saturday via BOAC plane.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, will leave here today for Cincinnati.

•

JULIAN LESSER, independent film producer, will leave here Monday for London via BOAC plane.

•

MARTA TOREN will leave here tomorrow for London via BOAC plane.

•

ALFRED E. DAFF, Universal sales vice-president, is ill with the flu.

H. M. RICHEY, M-G-M exhibitor relations head, has returned here from a Florida vacation.

•

ALFRED R. CORWIN of the press relations staff of the Motion Picture Association of America here, will speak on "Motion Pictures as Messengers of Democracy" at the New School for Social Research here today.

•

ELMER F. LUX, Darnell Theatres general manager and president of the Buffalo city council, is acting mayor while Mayor Joseph Mruk is on vacation.

•

HERBERT WIXSON, Jerry Fairbanks Productions West Coast sales head, flew to San Francisco yesterday from Hollywood.

•

DAVID GOLDING, national director of advertising-publicity for Samuel Goldwyn Productions, will arrive here Friday from the Coast.

•

MIKE ROSEN of Loew's Theatres operating department, has left here for a Palm Springs vacation.

•

BEN KATZ, Universal Mid-West field exploitation representative, is in New York from Chicago.

•

HUGO FREGONESE, director, will arrive here today from Hollywood.

Milwaukee Independents Hit Para. Bidding Plan

MILWAUKEE, March 25.—Vigorous opposition to Paramount's special Milwaukee releasing and film bidding plan was sounded at a meeting here of Wisconsin Allied and other independent exhibitors, and a film committee headed by Ben Marcus is devising the groundwork for a substitute plan, minus provisions for bidding. Irving Werthamer, local branch manager for Paramount, attended the meeeting to hear the exhibitors' complaints.

The plan—highlights of which appeared in MOTION PICTURE DAILY on March 13—was said to be "unfair to second, third and fourth-run theatres" and was condemned "in its entirety as being unworkable, unreasonable and detrimental to the best interests of the theatres in the city of Milwaukee."

Besides their opposition to the Paramount plan, the independents registered their opposition to the clearance structure as set up for pictures coming out of downtown runs wherein they find it difficult to properly book their houses when the clearance differs depending on what downtown theatre the pictures play. They feel that whatever clearance is given from any one downtown house should be the same for that company's product throughout the city.

Marcus stated that if there is any merit in Paramount's desire to eliminate so many day-and-date runs and they feel the day-and-date runs in Milwaukee are detrimental to grosses in these theatres, then a plan can be devised whereby the bookings could be staggered, a staggered releasing system to the theatres could be arranged which would eliminate so many day-and-date runs without resorting to bidding. "There may be some merit in a modified releasing system in Milwaukee, but whatever plan is developed, it cannot involve bidding," said a statement.

Wisconsin Allied's film committee consists of Marcus as chairman, S. J. Goldberg, Oliver Trampe, J. Goderski, Angelo Provinzano and A. M. La Porte. They are preparing the groundwork for a new plan, and at a later date will invite a representative group of independent and circuit exhibitors to arrive at a workable plan to present to the distributors.

Paramount executives at the home office here had no comment on the Milwaukee bidding situation.

Roland, Stanwyck Guests

HOLLYWOOD, March 25. — Gilbert Roland, currently starring in "The Miracle of Our Lady of Fatima," will be honor guest with Barbara Stanwyck at an interview-luncheon to be given by the Hollywood Foreign Correspondents Association on Thursday at Ciro's.

Newsreel Parade

ACADEMY AWARD night in Hollywood, Cardinal Spellman's Catholic Charities appeal and the havoc wrought by tornadoes are current newsreel highlights. Other items include people in the news and sports. Complete contents follow:

MOVIETONE NEWS, No. 26—Hundreds die in tornadoes. Gen. Eisenhower meets French press. Geu. Gruenther home to report. Gen. Van Fleet meets orphans. Dutch air crash kills 42. Cardinal Spellman appeals for Catholic Charities. Sports thriller. Bowlers.

NEWS OF THE DAY, No. 260—Tornadoes wreak havoc. Gen. MacArthur's speech. Operation Haylift. Cardinal Spellman's Catholic Charities appeal. MGM's "An American in Paris" wins Oscar. Olympic sports carnival. Log rollers in action.

PARAMOUNT NEWS, No. 63—Tornadoes wreak havoc. Oscar night in Hollywood. Gen. Eisenhower, Gen. Gruenther and Gen. MacArthur in the news. Olympic sports carnival.

TELENEWS DIGEST, No. 13A—Tornadoes leave destruction. Japanese Treaty signed. Easter Parade in Florida. ABC bowling meet.

UNIVERSAL NEWS, No. 546—Tornadoes wreak havoc. Academy Awards night in Hollywood. Cat in tree. Cardinal Spellman. Bowling congress. Olympic carnival.

WARNER PATHE NEWS, No. 65—Bad weather takes tragic toll. Academy Awards night in Hollywood. Gen. Gruenther here to testify on foreign aid. Olympic cranival. Bowling congress.

State Dept. May Get Guaranty Program

WASHINGTON, March 25.—Administration officials have tentatively decided to urge Congress to continue the information media guaranty program, but to transfer it from the Mutual Security Agency to the State Department.

Senator Mundt (R., S. D.) recently told the Senate he understood the Administration was prepared to recommend abandonment of the program, under which film companies, book publishers and others are guaranteed convertibility of earnings in certain foreign countries. It is now learned, however, that present Administration thinking is not to give up the program entirely, but merely to switch it to the State Department.

John W. White, 61, Skouras Treasurer

John W. White, 61, of New Rochelle, N. Y., treasurer of Skouras Theatres Corp., died Monday at his home.

White first became associated with the Federal Reserve Bank of St. Louis. He resigned to join the St. Louis Amusement Co., operated by the Skouras brothers. When Skouras Theatres moved its interests to New York City, White joined in the capacity of treasurer.

Funeral services will be held tomorrow at 11:00 A. M. at the George T. Davis Memorial Chapel in New Rochelle. White is survived by the widow, Helen, a son, John F. White of St. Louis, and five sisters.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President: Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

GPE Sales Up, Income Down

Although consolidated net sales of General Precision Equipment Corp. in 1951 were higher than in the previous year, net earnings were lower, due principally to "a progressive reduction" during the year in the sale of theatre equipment, the company stated here yesterday.

Rising sales volume by subsidiaries engaged in other fields and an increased volume of defense business, while more than compensating in sales dollars, did not carry the same profit margins as normally enjoyed in theatre lines, Earle G. Hines, chairman of the board, and Herman G. Place, president, pointed out in the company's annual report to shareholders.

Consolidated net sales in 1951 aggregated $29,872,429, compared with $27,072,360 for 1950. Consolidated net income for 1951, before the addition of special items, amounted to $596,546, after provision of $460,000 for Federal income taxes. These earnings are equivalent to 99 cents per share on the 601,087 outstanding shares of common stock, and compare with 1950 net earnings of $871,899, after allowing $720,000 for Federal income taxes, equal to $1.45 per common share.

The company's profit and loss statement shows the addition of special items of $413,496 in 1951 and $269,199 in 1950 as net adjustments to capital assets and leaseholds and to allowances for depreciation and amortization incident to settlement of taxes on income for prior years.

MGM's Wolf Has 18 Speaking Dates

Maurice N. Wolf, field assistant to H. M. Richey, M-G-M exhibition relations head, has 18 speaking engagements to promote industry goodwill lined up between now and mid-May. He will open his tour of a number of Florida towns today before the Optimists Club in Tampa. Tomorrow he will speak before the Optimists Club at Seminole Heights, Tampa. On March 28, he will conclude his March engagements by speaking before the Rotary at St. Petersburg.

Nine engagements in April start off with an appearance before the Kiwanis at Bradenton on April 1. The following day he will talk to the Rotary Club at Sarasota. His next appearance will be on April 9 before the Exchange Club at Lakeland. On April 15 he is to appear before the Optimists at Miami Beach. Two days later he will be in Miami at the Optimists Club, and the following day he will speak before the Optimists in Ft. Lauderdale. Talks before the Rotary Club in West Palm Beach on April 22; the Rotary at Sanford on April 28 and the Lions Club at Deland on April 29 will wind up the April engagements.

Six engagements in May consist of appearances before the Kiwanis at Orlando on May 2; Rotary, Daytona Beach, May 5; University of Florida, Gainsville, May 6; Meninak Club, Jacksonville, May 7, and the Kiwanis and Lions clubs on May 8.

Reviews

"The Captive City"

(Aspen Pictures—United Artists)

UNITED ARTISTS and exhibitors who book the picture owe it top-drawer promotional campaigns. For two reasons: one, it's a sharply realistic, splendidly acted and directed crime-fighting melodrama with a solid entertainment wallop, and, two, it has no cast names for the marquee. Given the caliber of advertising and exploitation it deserves, "The Captive City" in due time could easily be counted among the money-making surprises that showmen delight in.

Coming unheralded as it does, Theron Warth's production qualifies for the reviewer's term, "a sleeper." And linked as it is with the continuing nationwide investigations into crime and corruption (Senator Estes Kefauver makes an epilogue appearance), "The Captive City" reflects considerably to the credit of the industry by virtue of its eye-opening warning of the dangers inherent in "harmless" local gambling. The principal danger pointed up in the ably written screenplay of Karl Kamb and Alvin Josephy, Jr., is the readiness of gargantuan crime syndicates to make prey of little, independent "bookies."

As the tale of a small-town newspaper editor's picking up of the threads of investigation unfolds, Lee Garmes' camera captures every nuance of terror and shock so that what once was a matter-of-fact, almost leisurely recitation of events resolutely builds into a startling expose of the big-time criminal's grip upon the everyday citizens of a small community.

John Forsythe, a newcomer to the screen, endows the role of the defiant editor with a validity that can be achieved only by accurate under-acting. As the wife who shares with him the terrors his investigations and headlines lead to, Joan Camden, another newcomer, is equally fine. And in the roles of ordinary people who in one way or another are caught in the maze of slowly surfacing corruption, Harold J. Kennedy, Marjorie Crossland, Victor Sutherland, Ray Teal, Martin Milner, Geraldine Hall and the many others in support contribute vitally to what emerges as a top-flight melodrama in the semi-documentary tradition. Robert Wise's direction, needless to say, is primarily responsible for the "new look" taken on by the not uncommon theme in Josephy's original story.

Running time, 91 minutes. General audience classification. Release date, April 25.

CHARLES L. FRANKE

"Thief of Damascus"

(Columbia)

A DASHING, swashbuckling costume drama has been turned out with fanciful trimmings in "Thief of Damascus." Opulent scenes and settings thread through the picture, with color by Technicolor adding its vivid strokes. The screenplay shows a continuous tendency towards romantic flights as well as taking liberties with credulity, but it sets up an Arabian nights mood that makes it all pleasingly entertaining and visually exciting. With proper exploitation it should do well with the family trade.

The screenplay, fashioned by Robert E. Kent, is set in Damascus in the year of 684 A. D., with Paul Henreid playing the fearless, adventurous lover of honor and justice, while John Sutton is properly villainous as the Khalid who would bring the city to its knees. There are numerous costume-clad women in the film, but the leads go to Helen Gilbert, as the princess in love with Henreid, and Jeff Donnell, as Sheherazade, a story-telling lady of the harem.

Throughout the picture, Henreid, aided by Robert Clary and Lon Chaney, Jr., plays a tantalizing cat-and-mouse game with the invaders of the city. There are flights and chases, as well as battle scenes of varying size and scope. What really helps the side of righteousness to overcome the enemy is the utilization of the famous Damascus swords.

The climax epitomizes the tone of the picture. In it the evil Khalid decides to lure Henreid out in the open by announcing the public execution of the princess. By shrewd strategy Henreid not only rescues the princess but vanquishes the oppressor. Sam Katzman produced and Will Jason directed.

Running time, 78 minutes. General audience classification, For April release.

MANDEL HERBSTMAN

Other Reviews on Page 11.

Chapman Heads UA Branch Operations

Jules K. Chapman, former assistant general manager of Film Classics and head of exchange operations and home office administration of Eagle-Lion Classics, has been appointed head of branch operations of United Artists, by A. E. Bollengier, treasurer of UA.

Chapman replaces John Powers, resigned.

Testing New Title

Brandt's Globe Theatre here is currently advertising "Red Skies of Montana" as "Smoke Jumpers." If the latter title is successful in New York, 20th Century-Fox will probably try it out in other parts of the country.

Reorganization Delays 20th Meet

The annual stockholders' meeting of 20th Century-Fox, which is usually held in mid-April, has been set for May 20, in New York. The extension is necessary in order to complete divorcement and reorganization plans.

FDR Film at the Astor

"FDR Hyde Park," a 16-minute documentary dealing with the background of the late President at his Hudson River Valley estate, will open at the Astor Theatre here today on the same program with "My Six Convicts." The short was made by Pictorial Films, Inc.

GIVE to the American Red Cross.

NEWS in Brief . . .

The Will Rogers Memorial Fund will receive all proceeds from a $10-per-plate annual beefsteak dinner which Allied Theatre Owners of New Jersey will hold April 8 at the Ritz Restaurant in Passaic, it was announced here by Wilbur Snaper who is president of both New Jersey and national Allied.

Invitations to the affair are being sent to what Snaper described as a record-breaking number of individuals in distribution, exhibition and related fields in this area.

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MINNEAPOLIS, March 25. — Lowell Smoots, Little Falls exhibitor, and Stan Kane, executive counsel of North Central Allied, will preside in that town tomorrow at the first of a series of NCA regional meetings to be held throughout this territory prior to the organization's annual convention on May 1-2.

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Alfred Starr of Nashville, representing the Theatre Owners of America, and William C. Allen of Baltimore, representing national Allied, have been added to the admission tax committee recently appointed by the Council of Motion Picture Organizations' executive committee. The committee is headed by Robert J. O'Donnell and H. A. Cole, both of Dallas.

•

KANSAS CITY, March 25.—A suit asking treble damages of $750,000 has been filed in Federal Court by the Ritz Theater Corp. of St. Joseph against eight film corporations for failure to make first-run pictures available.

The defendants are 20th Century-Fox, Loew's, RKO, Warner, United Artists, Columbia Pictures, and Universal. The corporation owns the Uptown in St. Joseph and alleges the defendants give first-run pictures to the other four theaters in St. Joseph.

•

L. Wolfe Gilbert, chairman of the ASCAP West Coast committee, has been reelected to that post. Six members are elected annually by mail ballotting. The other five are: Leo Robin, William Grant Still, John W. Green, Harry Warren and Jimmy McHugh. Still and McHugh are new members. The four others were reelected.

•

LONDON, March 25.—The bill authorizing an additional £2,000,000 ($5,600,000) for the National Film Finance Corp. has passed the committee stage in the House of Commons and will now come up for its formal third reading before being sent to the House of Lords. The intention is that it become law before the Easter recess of Parliament.

•

S. H. Fabian, president of the Fabian Theatres Corp., has been named chairman of a testimonial dinner in honor of New York State Attorney General Nathaniel Goldstein at the Hotel Waldorf-Astoria May 1. Goldstein is national campaign chairman of the Medical Center sponsored by Yeshiva University.

•

A special honor scroll was presented to Frank Sinatra last night on CBS-TV by the New York Cinema Lodge of B'nai B'rith for his efforts in promoting inter-faith understanding.

WARNER BROS.
ARE NOW
SHOWING
EVERYWHERE
THE PICTURE
THAT WON
5 ACADEMY
AWARDS –
THE FIRST
PICTURE
EVER TO WIN
3 ACADEMY
AWARDS
FOR ACTING!

BEST ACTRES

Vivie
in
"A Streetcar

BEST SUPPORTING ACTR

Kim Hunter
in "A
Streetcar
Named
Desire"

"A Streetcar Named Desire"

STARRING
VIVIEN LEIG

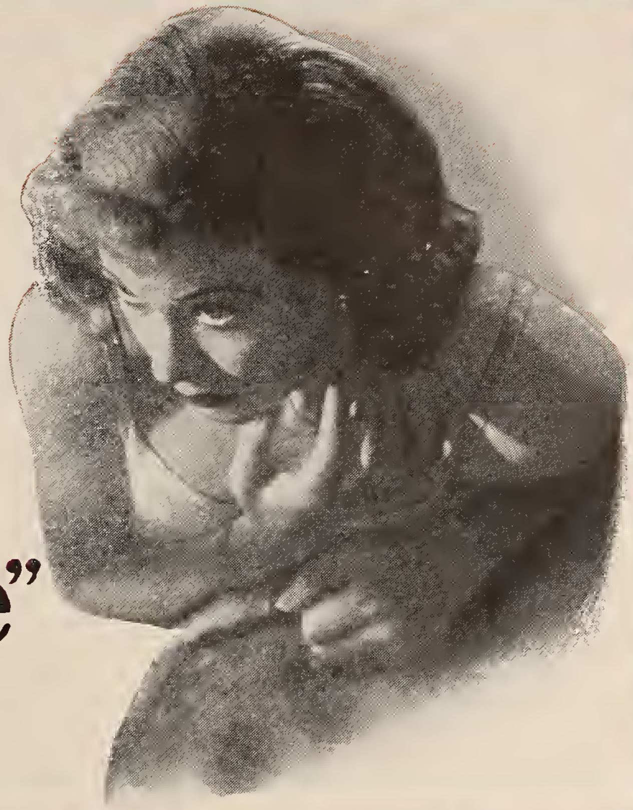
AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN WITH KIM HUNTER · KARL MALDEN SCREEN PLAY BY TENNES
BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS AS PRESENTED ON THE STAGE BY IREN
DIRECTED BY ELIA KAZAN DISTRIBUTED BY WARNER BROS. PICTURES DISTRIBUTING COR

That Glory-Covered 'Streetcar'!

OF THE YEAR

Leigh

amed Desire"



BEST SUPPORTING ACTOR

Karl Malden

in "A Streetcar Named Desire"

MARLON BRANDO

LLIAMS

OTHER 'STREETCAR' BESTS

BEST ART DIRECTION
(Black and White)
Richard Day

BEST SET DECORATION
(Black and White)
Geo. James Hopkins

A PARTIAL LIST
OF THE COUNTLESS
OTHER HONORS

NEW YORK FILM CRITICS AWARDS
BEST PICTURE
BEST ACTRESS
BEST DIRECTOR

SAN FRANCISCO CRITICS COUNCIL AWARDS
BEST PICTURE
BEST ACTRESS
BEST ACTOR

INTERNATIONAL FILM FESTIVAL AT VENICE
THE "SPECIAL AWARD"
AND
BEST ACTRESS AWARD

LOOK MAGAZINE AWARDS
ANNUAL MOVIE AWARD
BEST ACTRESS
BEST SUPPORTING ACTRESS

FAMILY CIRCLE MAGAZINE AWARDS
BEST PICTURE · BEST ACTRESS
BEST ACTOR · BEST DIRECTOR
BEST SUPPORTING ACTRESS

ASSOCIATED PRESS CRITICS POLL
BEST PICTURE
BEST ACTRESS · BEST ACTOR
BEST SUPPORTING ACTOR

FILM DAILY BEST PICTURE POLL
"ONE OF THE TEN BEST
OF THE YEAR"

"FILMDOM'S FAMOUS FIVES" POLL BY FILM DAILY
BEST ACTRESS · BEST ACTOR
BEST SUPPORTING ACTRESS
BEST SUPPORTING ACTOR
also
"ONE OF 5 TOP DIRECTORS"

FOREIGN FILM CRITICS CIRCLE AWARDS
BEST ACTRESS · BEST DIRECTOR
BEST SCREEN PLAY
BEST PRODUCER

Also

BEST SHORT SUBJECT
(One Reel)
WARNER BROS.'
'WORLD OF KIDS'
Robert Youngson
PRODUCER

House Group Kills Copyright Change

WASHINGTON, March 25.—The House Judiciary Committee today killed a copyright bill which government and industry officials said was needed to keep foreign governments from retaliating against U. S. films, books, songs and other works.

The measure would have removed a provision of the U. S. Copyright Act which provides that foreigners writing in English must have their books actually printed here to get full U. S. copyright protection. The Committee was warned that unless this change was voted, retaliation might be expected. U. S. book manufacturers and unions opposed the change, however, and the committee voted today to table the measure indefinitely.

MOT Film to Guild 50th

Norman Elson, president of Guild Enterprises, has set a deal for March of Time's feature, "If Moscow Strikes," which will have a premiere at the Guild 50th Street here at an as yet unknown date, following the run there of "The Royal Journey."

New Disney Color Comics

A new Disney cartoon series of Sunday color comics, titled "Walt Disney's Treasury of Classic Tales," will be released on a world-wide basis in mid-July by King Features Syndicate, it was announced by Charles Levy, Eastern publicity representative for the Disney organization.

GIVE to the American Red Cross.

U.S. Films Hit, Praised

(*Continued from page* 1)

each, would be produced in five or more locations from Cairo to Tokyo. They would be handled entirely on contract, and would probably involve some local capital investment, Edwards said.

Edwards' apparent implication was that Hollywood cannot be counted upon to produce the propaganda films the State Department would like to see made, so the Department would like to produce its own films.

Chairman Rooney (D., N. Y.) asked whether commercial companies weren't sending pictures into these regions in native languages. Edwards replied they were, but that these films were primarily about things that have happened in the U. S., and that the U. S. companies have rarely gone to a country like Thailand and produced a film there to show the old culture is actually best and can be preserved and the country still can be developed with American aid. This is what State plans to do, he said.

Rooney then asked what was the native reaction to Hollywood films. Edwards said "American feature films are very popular all over the world," but under further questioning, admitted "there is a considerable amount of evidence from the field" that many of them harm the U. S. He said he had in mind "pictures that show members of the Congress as corrupt individuals who are subject to bribes . . . pictures that show the American press as venal," when shown overseas "to people who do not have the background for understanding them."

Edwards emphasized that "there are many very, very excellent pictures made by the Hollywood industry that go abroad and do us great credit and a great deal of good. I do not want the record to state that because of these relatively few pictures that I have mentioned, that do us harm, that there are not also many pictures that do us a great deal of good."

As of Jan. 31, the subcommittee was told, the Department's regular film program had 275 general subject films in circulation overseas. These have been recorded in a total of 5,866 language versions, and there have been 86,670 prints. In addition, 1,821 titles dealing with medical, technical and scientific subjects, and there are 3,642 prints of these titles, all in English.

Department films now get anywhere from 250,000 to 300,000 showings a year, Edwards said. He estimated that during the 1950-51 fiscal year, they were shown to about 450,000,000 people.

The increase in the division's regular budget, Edwards said, would permit an additional 17,000 print reels in the coming year, and the addition of three more languages. It would also allow acquisition of 45 more films from private sources and the replacement of 300 projectors and 43 mobile units.

Under critical questioning from Rooney and other committee members, Edwards defended State Department participation in international film festivals. The subcommittee also indicated in all its questioning a considerable doubt about the quality of the division's films.

During the current fiscal year, the State Department film division received a $10,225,230 appropriation.

THE
TITLE
TELLS
EVERY-
THING
no kiddin'...
Wait 'til you see Evelyn as the PAJAMA-TOP GIRL!
"One Big Affair"
starring
EVELYN KEYES · DENNIS O'KEEFE
thru UA

Children's Shows

(*Continued from page* 1)

department stores, etc., use films to teach their staffs, whereas theatres do not, but should.

Ernest Sturm, San Diego, spoke on community relations, citing circuit president Charles P. Skouras' conspicuous leadership in civic affairs.

The meetings run through Thursday.

George Seed Promoted

ALBANY, N. Y., March 25.—George Seed has been appointed supervisor of the Mohawk, Saratoga and Autovision drive-ins, by Saul J. Ullman, upstate general manager for Fabian Theatres. Seed will continue to supervise the Cohoes, which he opened for Fabian in 1940. One-time manager of Harmanus Bleecker Hall here, Seed succeeds Leo Rosen, who was given another assignment.

Postpones Jeffry Hearing

CHICAGO, March 25.—Judge Michael L. Igoe has postponed the Jackson Park-Jeffery-M-G-M hearing, which was scheduled to be held yesterday, to April 7. At the same time he denied petitions by the independently owned Stony Theatre and Jamees Coston's Hamilton to enter into the suit along with Coston's Jeffery in an attempt to gain the right to bid against the Jackson Park for pictures.

Sustains 22

(*Continued from page* 1)

in other states. The decision is also important, it is said, in that, although not mentioning it, it is clearly contrary to the decision of the Tennessee Supreme Court which denied United Artists the right to sue the Memphis Board of Censors in the courts of Tennessee to upset a censorship ruling on "Curley," on the ground that UA had failed to qualify as a foreign corporation authorized to do business in Tennessee.

Distributor activities in West Virginia which the motion cited included those of salesmen, checkers, exploitation men and other representatives, as well as the making of percentage rental contracts. The penalty under the statutes of the state for failing duly to qualify as foreign corporations, according to the exhibitor defendants, was a denial of the availability of the courts sitting in the state, including the Federal Court for the Southern District of West Virginia in which the percentage suits were brought.

The basis of the Tennessee decision had been that film rental contracts based on a percentage of the box-office receipts, made UA in effect a partner or joint venturer in the local activity of exhibition as to the pictures so licensed, and thereby required it to secure qualification in Tennessee as a foreign corporation duly authorized to do business in that state. Exhibitor counsel in the West Virginia cases relied, among other cases, on the Tennessee decision in the "Curley" case, in their argument and briefs.

In his decision rejecting the exhibitors' contention, and overruling on the merits their motion to dismiss the actions, Judge Moore said: "It is my conclusion as a result of study that the business done by the plaintiffs and each of them in the State of West Virginia was entirely within the field of interstate commerce, without any local aspect. . . ."

The dismissal attempt was made by the defendants in seven distributor actions brought against J. C. Newbold of Bramwell, West Va., and others, eight actions brought against Lloyd E. Rogers of Welch, W. Va., and others, and seven actions brought against Mannie Shore, formerly of Holden and War, W. Va.

Hearings were held in Bluefield, W. Va., on January 24 and February 1, with Edward A. Sargoy of the New York law firm of Sargoy & Stein making the argument for the distributors.

Brazee to Run Drive-in

INDIANAPOLIS, March 25.—M. D. Brazee, general manager of Greater Indianapolis Theatres, which operates four downtown houses, has resigned, to operate the Greenwood Drive-in, which he recently purchased. Dave Cockrill, president of the former company, is here from Denver to supervise the houses until a successor is named.

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Films for TV

(*Continued from page 1*)

ney Morton Galane. The latter cited audience surveys which showed that the CBS film program, "Early Show," was the top New York TV program from 6:30 to 7:30, despite such live TV competition as "Captain Video" and "Kukla, Fran and Ollie." Kintner admitted this showed some demand for feature films but that he still felt ABC's budget for Hollywood pictures would be "small."

May Rule Today

FCC hearing examiner Leo Resnick is expected to rule today on two motions, and the result may be another prolonging in the hearings. One motion was made today by FCC counsel, Frederick Ford, who asked that after the merger phase of the hearings are completed, there be a recess of two weeks before United Paramount Theatre directors are recalled for cross-examination. A. H. Blank, Robert Wilby and other theatre-operating directors are to be recalled for questioning on how specific theatres were acquired and operated, and the FCC attorneys said they needed the time to prepare their questions.

The merger phase of the hearings will probably be finished the end of this week or early next week.

DuMont Requests

The other motion is a DuMont request that ABC and UPT be required to supply the rentals paid by UPT and ABC for all pictures, UPT gross receipts for all features, and ABC gross billings for all film shows. ABC and UPT, in a joint statement today, opposed this request, arguing that the theatre and TV markets are quite different and would not compete for the same films; that the consent judgment precludes combined purchase of films for theatres or for theatres and TV stations; and that the information would be extremely difficult to compile.

New TV Firm Headed By Ronald Colman

LOS ANGELES, March 25.—Ronald Colman is chairman of the board of the Santa Barbara Broadcasting and Television Corp., which has been formed to apply to the Federal Communications Commission for a Santa Barbara television station license and construction permit at the time such licenses are permitted.

Hometown Tribute to Froman on Monday

Jane Froman will be feted in her home town, Cincinnati, on Monday in ceremonies launching the showing there of her film biography, "With A Song in My Heart."

The reserved seat Ohio premiere of the picture will be a benefit premiere at Cincinnati's Taft Theatre, aiding the Jane Froman Foundation for scholarships at the Conservatory of Music.

Film to Pacemaker

"High Treason," the latest film by British director Roy Boulting, has been acquired by Pacemaker Pictures, Inc., the organization owned by Erwin A. Lesser, William Goldberg and Max A. Goldberg. Pacemaker will distribute the film throughout the U. S.

Television--Radio

Comment and Opinion

IN a dramatic and convincing demonstration of its faith in the future of radio, the American Broadcasting Co. has just spent $2,500,000 on two new radio centers in New York and Los Angeles and is moving into them on April 1. The network also is consolidating its radio operations in Chicago.

In New York, the old Wilson warehouse has been completely renovated to house 11 ABC radio studios, four of them two-story affairs that can be converted for TV use. General Electric provided the equipment for the radio center which is completely air-conditioned and connected by underground passage with the nearby ABC Television Center. ABC is giving up its studios at Rockefeller Center and probably also the Vanderbilt Theatre, but will retain the Little Theatre for radio shows.

In Los Angeles, ABC's new radio center has 12 studios and announcers' booths, including three audience studios seating more than 300 each. In Chicago, ABC retains the Civic Theatre but moves its base to the *Daily News* Building on April 21.

Meanwhile NBC says it has received NPA approval for the first unit of its television center in Burbank, Cal., and construction will begin immediately. Two studios, each seating 500, will be built on the 48-acre site.

☆ ☆ ☆

It would be pleasant to be able to praise Margaret Truman as she appeared last Saturday on the NBC-TV "All Star Revue" starring the infectious Jimmy Durante. Unfortunately, Miss Truman demonstrated again how slender is the thread that ties her to the entertainment world. Her opening song was positively embarrassing in its unevenness and her comedy routines with Durante didn't click. It is said of Miss Truman that her poise is one of her prime TV virtues. That may be true, but it's hardly enough. A dash of talent helps too.

☆ ☆ ☆

Last week, this column appraised the CBS Television Workshop and, on the basis of three previous shows, found it a uniquely-conceived but mediocre effort. In all fairness it should be recorded that Sunday's show, "The Gallow's Tree," was excitingly outstanding and provided a half-hour of captivating viewing. Geraldine Fitzgerald gave a brilliant performance. Director Robert Stevens should be congratulated on his marked imagination and skill.

☆ ☆ ☆

People: William (Bill) Berne joins ABC-Radio's program department in the newly-created position of production supervisor. He will assist Leonard (Buzz) Blair. . . . Walter A. Scanlon named sales promotion manager for CBS Television Film Sales. . . . John F. Rayel named supervisor of NBC-TV package program sales and John G. Fuller supervisor of program sales development. . . . James E. Kovach has resigned from NBC to become station manager for WQXR. . . . Davidson Taylor, NBC-TV executive, to be a U. S. delegate to the UNESCO Advisory Committee on television which meets in Paris April 7-12.

☆ ☆ ☆

The TV industry will be watching with considerable interest the results of the "Broadway TV Theatre" which starts over WOR-TV in New York on April 14, sponsored by General Tire & Rubber Co. Plays in their entirety will be repeated at the same time each night for one week. Warren Wade will produce. If this TV version of summer stock works, other networks may follow suit.

☆ ☆ ☆

The Academy Awards broadcast from the Pantages theatre over ABC-Radio last week proved the inadequacy of this medium for certain events now that television has arrived. But for the inherent element of surprise, the show would have been tedious and long and, despite Danny Kaye, somewhat dull. The same occasion televised would have had infinitely more interest.

☆ ☆ ☆

NBC must credit its audience with great patience and a wry sense of humor. When a blizzard in the West stopped the Dennis Day show from coming through, the network put on a silent film, vintage 1915, and used it as a filler. Why not pre-film a show and have it ready for just such an emergency?

☆ ☆ ☆

The House has voted to trim the FCC's already tight budget by another $2,000,000. Unless the Senate restores the cut, the Commission's work will be seriously hampered and, with its work piling up, it will take many more months before new television stations are authorized.

FRED HIFT

No UPT Houses to Become TV Studios

Washington, March 25.—American Broadcasting Co. president Robert E. Kintner said today that ABC "might" need more studios if the proposed merger with United Paramount Theatres goes through. But he gave a "no" answer when asked whether UPT might convert into studios some of the theatres it must dispose of under the consent decree.

Paid to Ascap

(*Continued from page 1*)

to cover royalties for music used on motion picture sound tracks during the past two years. Disclosure was not made concerning the status of the negotiations for the $700,000-per-year pacts. Previously, ASCAP collected music licensing fees from theatres on a per-seat taxing basis, but under the judgment in the ASCAP anti-trust suit that method of collecting is outlawed.

Remainder Distributed

Operating expenses of the Society for 1951 were approximately 20 per cent of income, or $2,940,508. The remainder was distributed among members of the Soicety (writers and publishers) and to members of foreign performing rights societies.

ASCAP, which was organized in 1914 with a membership of less than 200, now has a membership of 2,849, covering every state and territory of the U. S., it was reported at the meeting. Since the last semi-annual count, membership was increased by a total of 96—69 writers (composers and authors) and 27 publishers. In the same period death claimed 22 members, it was reported.

Otto Harbach, ASCAP president, was chairman of yesterday's meeting.

TV Screen for LA Paramount Theatre

LOS ANGELES, March 25.—Plans for a $250,000 remodeling program, in addition to the installation of large-screen theatre TV, for the downtown Paramount Theatre are underway here with United Paramount Theatres' take-over of the house, formerly leased to Fanchon and Marco. The theatre is the largest in Southern California.

Jerry Zigmond, West Coast UPT manager, will operate the theatre and Mervyn Davenport, formerly of UPT's St. Francis in San Francisco, has been appointed manager. It is planned to close the theatre for a few weeks during the final stages of remodeling with the formal opening slated for around Decoration Day.

Tribute to McCleaster

INDIANAPOLIS, March 25.—The local Variety Club will hold a farewell party at Club 52 on April 4 for Thomas McCleaster, former 20th Century-Fox branch manager here who recently was appointed district manager with Cleveland headquarters. McCleaster, who was chief barker of the local tent for the past two years, will return here for the event. William Keith, former 20th salesman in New York, has arrived here to replace McCleaster.

"Judy Holliday sparkles in her new comedy . . . lively and mirthful!" —N. Y. World-Telegram

"A joyride of young-married sentiments!" —The Herald-Tribune

"Aldo Ray does standout job!" —N. Y. Journal-American

JUDY H

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ALDO
RAY
—Judy's
light of
love!

with MADGE KENNEDY • Written by RUTH GORDON and GARSON KANI

"Warm, human, true-to-life comedy-drama . . . Miss Holliday is perfect!" —The N. Y. Mirror

"It's very funny . . . so good . . . a real experience!" —N. Y. Post

"One of the happiest entertainments of the year . . . Hilarity at its best!" —The N. Y. Times

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THE KIND YOU CAN COUNT ON FROM Columbia

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Empire's U.K. Quota Problems Unique

LONDON, March 25.—Recent Socialist questioning in Commons concerning failure of Loew's Leicester Square Empire to meet its film quota, has served mainly to point up the theatre's unique and difficult competitive position and weaknesses in the quota law itself, particularly in the present product shortage.

While the inferences in the questions put in Parliament were that Metro is engaged in an attempt to discredit the Quota Act and, in addition comprised a Socialist sidekick at Anglo-American relations, the fact is that Loew's 3,099-seat showplace is in a more difficult competitive position than any theatre in the country.

Its immediate competition includes Rank's Odeon and Leicester Square theatres and the Warner with its close connection with A. B. P. C., as well as a half-dozen other closely competitive houses nearby. In the circumstances, it has difficulty obtaining any first-rate British films. If it played second-rate features it would undoubtedly be accused of wilfully letting down British production endeavors. It was established that 23 of A.B.C.'s theatres, with considerable production resources behind them, were unable to fulfill their quota last year.

Commons was told that prosecution of Loew's Empire is under consideration. The Films Council, in charge of such prosecutions, is scheduled to meet tomorrow and doubtedless will discuss quota defaults.

Shriner on Palace Bill

Comedian Herb Shriner has been signed to appear in the new Broadway Palace two-a-day show, headlining Betty Hutton, opening April 12.

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Bergman, Coyne Lead Off

(*Continued from page* 1)

already he has booked Bergman before Kiwanis, Rotary and Lions Clubs. Carlton Duffus, executive secretary of the Virginia Theatre Owners Association, is arranging Coyne's itinerary.

Mayer said that the Bergman and Coyne engagements were in the nature of a pilot operation from which it is hoped to gain experience that will be helpful when the speakers bureau goes into full operation next fall.

Will Gain Time

"Most of the organizations from which we expect speaking dates," Mayer said, "will suspend operations during the summer. This will give us time not only to line up speaking dates in all sections of the country, but also to recruit speakers from the industry. It is our belief that there are many excellent public speakers in this business who would do the industry a great deal of good if they spent a little time talking about the business to service and civic groups. I have already written to executives of some of the companies asking them to assign men for this work, and it is our intention to recruit others from exhibition and production.

"I look on the establishment of a speakers bureau as one of the finest public relations activities COMPO could undertake. From our experience with the 'Movietime U.S.A.' personalities tours last October, we know that civic clubs, educational groups and other opinion-forming bodies are eager to hear our business discussed by qualified speakers. We also know that such discussions invariably result in a vast improvement in the industry's standing with the public."

COMPO Cooperates in Getting 'Pro-Movie' Ads in 2 Magazines

Through the cooperation of COMPO, Colgate-Palmolive-Peet will carry a two-page advertisement in *Life*'s April 7 issue and *Look*'s May 6 issue bearing the caption, "Don't Be a 'Living Room Captive'—Step Out and See a Great Movie!"

The advertisement, which is for Lustre-Creme Shampoo, features the portraits of 41 feminine stars and the names of their current pictures.

In the preparation of the copy the COMPO office cooperated with the Ettinger Company and Lennen and Mitchell, advertising agency handling the Lustre-Creme account.

Arbitration Meet

(*Continued from page* 1)

that he assumes distributors may evolve some arbitration proposals from those already drawn up by Allied States and Theatre Owners of America may add to those proposals of their own.

"It is hardly likely," he observed, "that distributors will not have some proposals to make."

The result, in effect, could be a third arbitration plan for the joint committee to consider, he conceded. The exact date for the meeting, to be held in New York, has not been set yet.

It will be attended by two delegates and counsel from each of the following exhibitor organizations: Allied, TOA, Western Theatre Owners, Metropolitan Motion Picture Theatres Association and Independent Theatre Owners of New York, and by the distributors committee members, Rodgers, Al Lichtman, Abe Montague and Robert Mochrie, and the distributors' counsel, Austin Keough, Robert Perkins and Adolph Schimel.

Thus, 15 exhibitor representatives would be officially accredited to the meetings, and seven distributor representatives. Rodgers observed, however, that he hoped attendance would not be limited to the indicated 22 participants, and that representatives of all distribution companies would attend, particularly from those companies which are exploring industry arbitration for the first time—United Artists, Republic and Monogram, as well as Universal and Columbia, which will have representatives on Rodgers' group. Montague is general sales manager of Columbia and Schimel is general counsel of Universal.

Rodgers said he did not think the members of the negotiating groups would want the entire sessions to be "open." He expressed the opinion that the wish might be to brief trade press representatives on developments following each day's session, a procedure followed in some other intra-industry negotiations in the past. He emphasized, however, that there has been no opportunity yet to make any decisions governing the conduct of the meetings.

Kanturek Resigns

(*Continued from page* 1)

to about 30 pictures a year, compared to some 50 before the war, according to Kanturek. American pictures grossed about 10 per cent more this year than last year, he said.

Admission prices are very low in Austria, Kanturek pointed out, and exhibitor organizations are seeking permission to raise them. First-run admissions average about 10 cents, he said. Exhibition is also suffering from lack of equipment.

Kanturek also was liaison man for the MPEA in Austria and film companies in Germany. In Germany, he added, production is low because of a lack of financing. Verband, the German producers association, has petitioned the government for financial support.

Chicago Police Ban Sex Education Film

CHICAGO, March 25.—"Because of Eve," billed as a sex education film, was banned from Chicago showing by police yesterday, and State Attorney John Boyle, who is campaigning for reelection this year, announced he would seek an injunction in Circuit or Superior Court against showings in Cook County.

The picture has been shown in about 50 theatres here since the police Censor Board approved the film in 1949 for showing to adults only. The present action was taken after a committee allegedly representing Catholic high school and college students complained that the film was indecent. A spokesman for Essengay Films, distributors of the picture, said that it has completed its showing here but is still being booked throughout the country.

Rodgers

(*Continued from page* 1)

following his return to New York last week and at that time agreed to consider taking the post, even though he was not disposed to do so; at the same time making it clear that his decision would depend upon his physician's advice.

Can't Afford Chance

Rodgers said that to accept the post would be taking a desperate chance on his health, a chance he feels he cannot afford to take "because the premium is too high."

He added that when he sought the approval of Nicholas M. Schenck, Loew's president, the latter said he would be unwilling to sanction a move that might prove injurious to Rodgers' health.

"I am forced to decline the honor accorded me, in all humility and with gratitude for the confidence shown in me," he said.

Rodgers added that his decision was final and that he could not be persuaded to alter it. "I know my limitations," he said.

Not Advisable

"After having given up a responsible position only a few months ago for reasons of health and to take things easier," Rodgers observed, "I do not think it advisable to assume equal burdens in time and responsibility now. I would be right back where I was last fall."

Davis to Scandinavia

LONDON, March 25.—John Davis, managing director of the J. Arthur Rank Organization, who returned only recently from a round-the-world business trip of 32 days, will leave here in the near future on a trip to Norway, Sweden and Finland. He will be accompanied by Ferdinand West, managing director of Rank's Overseas Distributors, Ltd.

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N.Y. Building Code Changes Indicated

Albany, March 25.—Softening of the attitude of State Board of Standards and Appeals Commissioner George S. Raymond on requirements in proposed amendments to the Code for Places of Public Safety that stairways from balcony to downstairs foyer or lobby be enclosed in new theatres, and that drive-in screens be so placed that motorists can not see them from highways was indicated at the third hearing here.

Raymond remained unconvinced by the arguments of spokesmen for Metropolitan M. P. Theatres Ass'n. and Albany Theatre Owners Ass'n. that a regulation for the filing of reports on all accidents in theatres requiring medical attention is unnecessary. Raymond pointed out that the present draft contained phraseology suggested by theatremen. He disagreed with Leonard Perrin, State Labor Department engineer, that it might work "hardship on existing theatres."

A summation of the advances in theatre safety, made by Henry Anderson, code chairman of TOA and representative of MMPTA, and a delineation of the reasons a "great majority" of fire and engineering experts believe open stairways from the first balcony to the outside ground floor are safer than closed stairways, led Commissioner Raymond to concede the new requirement should be "reconsidered." Anderson agreed that enclosed stairways from the second or third balcony to the first are desirable.

The commissioner, in a colloquy with D. John Phillips, executive director of MMPTA, held to the position casualty reports are essential. He insisted that "until we know the reasons people are hurt, we are not sure whether some code provisions are unnecessary and unreasonable, and whether rules for control, outside the code, would be preferable in some instances."

Raymond said that a fourth hearing will be scheduled for a date to be announced later. It is unlikely the revised code will take effect May 1.

Aid Tornado Victims

Oklahoma City, March 25.—William Lundigan, Paula Raymond and Harold Shumate visited the T. O. of Oklahoma convention here in the course of their state "Movietime" tour. While here they accepted invitations to appear in a benefit performance for tornado victims at Robinson Auditorium, Little Rock, Ark., tomorrow.

Milwaukee Drive-in Meet

Milwaukee, March 25.—A one-day open forum meeting for drive-in owners, managers and prospective owners, was held at the Schroeder Hotel here. The purpose of the meeting was to discuss different phases of drive-in operations and to exchange ideas. Subjects covered were the new drive-in code (yet to be signed), advertising, maintenance, concessions, and hints on reopenings.

Linz Named Manager

Indianapolis, March 25. — H. K. Embleton, retired, is being succeeded by Norman Linz, former salesman, as manager of the Monogram exchange here.

Reviews

"Jet Job"

(*Monogram*) *Hollywood, March 25*

"JET JOB" is about jet planes and a jet pilot, and frequently the production moves, comparatively, with jet-like action. Charles R. Marion's script, which was satisfactorily directed by William Beaudine and produced by Ben Schwalb, has timely merchandising potentialities what with the extensive attention currently being focused on jets in the press, on the air, and elsewhere. The production lacks marquee names, but this may be overcome with box-office satisfaction by stressing the plentiful showing of jets in flight, on the ground and as the center of Army Air Force experiments.

Stanley Clements is the featured pilot engaged in the tests, whose father, close friend of the youth's aircraft employer, crashed to his death on a mountain, with the result that the youth believes he is destined to meet the same end. Elena Verdugo appears as the employee of a rival aircraft manufacturer who pays her a bonus to woo the young man away from the plant where he has learned his profession. The girl's feigned romantic interest in the boy turns genuine as time goes on. Regardless, she succeeds in getting the pilot onto her employer's payroll, but his new boss gives him impossible instructions and then double-crosses him in testimony before the air authorities which gets him grounded. How he overcomes this and straightens out his romance with Miss Verdugo is revealed in a suspenseful finish.

Others in the cast are John Litel, Bob Nichols, Tom Powers, Dorothy Adams, Todd Karns, Paul Stanton, Dave Willock. John Kellogg, Russ Conway, Steve Roberts, Arthur Space and William Forrest.

Running time, 63 minutes. General audience classification. March 23 release.

"Leadville Gunslinger"

(*Republic*)

ALLAN (ROCKY) LANE goes through his accustomed chores as a marshall in smooth form in "Leadville Gunslinger." This time his target is an underworld group that has discovered oil on a local ranch and sets out to get hold of it. All of the usual ingredients that make a picture acceptable Western fare are included and fans should be satisfied.

Eddy Waller plays the part of a ranch owner who finds that banker Grant Withers is pressing him hard for mortgage payments. Waller informs the banker of the impending arrival of a geologist to test the ground for oil and mysteriously the geologist is killed by outlaws.

Lane swings into action, pretends to be a criminal and winds up as a member of the gang. Roy Barcroft, a hard-hitting villain, is the ostensible head of the outlaws, but Lane probes deeper to find the top brains of the group. Involved are the standard close calls, fisticuffs and gun fights. By the time the picture runs its 54 minutes. Lane unmasks Withers as the boss.

Harry Keller was associate producer and director. The screenplay was written by M. Coates Webster.

Running time, 54 minutes. General audience classification. Release date, March 22.

Mandel Herbstman

Add San Antonio, Tulsa to TV Net

The extension of network television to Tulsa, and San Antonio, on July 1 was revealed by American Telephone and Telegraph.

As previously mentioned, Miami, New Orleans, Dallas, Fort Worth, Houston and Oklahoma City will also join the network on July 1, making a total of eight cities to be added on that date.

The extension of the Bell System's inter-city television network to include the eight new cities, will bring the total connected by the network to 62, and the number served to 104.

To File G. & P. Briefs

Cleveland, March 25.—Defendant attorneys in the G. and P. Amusement Co. suit against four distributors, Cooperative Theatres of Ohio and Paul Gusdanovic, after three postponements for delivery of briefs, will deliver final briefs on April 15. All involved hope a decision will be announced by Federal Judge Emarich B. Freed before the summer recess in June.

Hearing on Truck Rates

Lansing, March 25.—The Michigan Public Service Commission has set a hearing date of April 8 for the suit filed by Allied of Michigan and Butterfield Theaters against Film Truck Service, which charges that a proposed film delivery rate hike is "unjustifiable."

Early Theatre Vote 3 to 1 Over Late

Hartford, March 25.—First, but incomplete, returns on the "Early-Late Show" poll, conducted by theatre managers in the Hartford area, indicate that the public favors having the main feature start between 8:00 and 8:30 P.M. on weekdays. Weekends, the late schedule will continue, with the last show starting about 9:30 P.M.

All ballots are in, but the task of counting them remains to be finished. A quick estimate by the committee shows, however, that votes for the early shows are running three or four to one ahead of those favoring the late.

Critics Name 'Queen'

Cleveland, March 25. — "African Queen" was named the best picture of February by the Cleveland Movie Critics Circle. It held four weeks in Playhouse Square, two weeks at Loew's State and two more weeks at Loew's Ohio on a moveover. The Circle named follow-ups in this order: "Death of A Salesman," "Bend of the River," "Phone Call from A Stranger" and "Tom Brown's School Days."

Mankiewicz to New York

Hollywood, March 25. — Joseph Mankiewicz, who flew to New York tonight, will produce, write and direct Carl Jonas' best-seller, "Jefferson Selleck," as his first picture under his new five-year M-G-M contract, the studio disclosed today.

D. of J. Asks for Increased Budget

Washington, March 25.—Budget cuts have seriously curtailed the work of the Justice Department's anti-trust division, assistant Attorney-General H. Graham Morison has informed a House Appropriations sub-committee.

He asked that the division's budget for the fiscal year starting July 1 be raised to 3,750,000, the same figure as in 1950-51. For 1951-52, it was cut to $3,200,000.

Morison said the cuts meant that the division could not take on new investigations, and could give only "superficial attention" to public complaints. He stated the agency had to concentrate on winding up cases already well along, had wiped out 125 pending investigations and indefinitely deferred another 52. Three of the division's 11 field offices have had to be closed, he said, and a fourth may have to be shut.

The agency's staff has been cut from about 630 to some 550, with experienced attorneys laid off, the sub-committee was told.

MGM's Rome Meet Keynoted by Loew

Rome, March 25.—Forecast that the biggest years in M-G-M's history are yet to come was made by Arthur M. Loew, president of Loew's International Corp., in the keynote speech formally opening M-G-M's week-long "Quo Vadis" conference here, the company stated.

Following Loew's address, Morton A. Spring, first vice-president, discussed product for the coming year. Samuel N. Burger, sales manager, outlined sales policy and plans.

At the second day's session, today, addresses were made by N. Bernard Freeman, managing director for M-G-M in Australia; David Lewis, regional director of Continental Europe; Maurice Silverstein, director in Latin America, and Seymour Mayer, in charge in the Far East.

IFE to Host MGM Delegates At Rome Studio Today

Rome, March 25.—Tomorrow, Arthur Loew, president of Loew's International, and delegates to the "Quo Vadis" sales conference, will be guests at an Italian film industry luncheon to be given by Italian Films Export at Cinecitta, the studio at which "Quo Vadis" was produced.

Last Friday, the IFE entertained Robert J. O' Donnell, Interstate circuit head of Dallas, and his wife, at a reception at IFE headquarters here. It was attended by leading figures in the Italian industry.

Dewey Has Film-TV Bill

Albany, N. Y., March 25.—Governor Dewey has before him for action a bill sponsored by Senator N. T. Hellman of the Bronx which would make it a misdemeanor to televise, broadcast or make motion pictures of any proceedings before legislative and other tribunals in New York State where witnesses appear under subpoena.

March is American Red Cross Month. GIVE.

Technicolor Congratulates

Academy Award Winners, 1951

For Supreme Achievement

- *Best Motion Picture*
  "AN AMERICAN IN PARIS"
  M-G-M
  (Color by Technicolor)

- *Best Performance—Actor*
  HUMPHREY BOGART
  "THE AFRICAN QUEEN"
  Horizon Enterprises-United Artists
  (Color by Technicolor)

- *Best Cinematography—Color*
  "AN AMERICAN IN PARIS"
  M-G-M
  ALFRED GILKS; ballet photographed
  by JOHN ALTON
  (Color by Technicolor)

- *Best Art Direction—Color*
  "AN AMERICAN IN PARIS"
  M-G-M
  CEDRIC GIBBONS and PRESTON AMES
  (Color by Technicolor)

- *Best Costume Designing—Color*
  "AN AMERICAN IN PARIS"
  M-G-M
  ORRY-KELLY, WALTER PLUNKETT and
  IRENE SHARAFF
  (Color by Technicolor)

- *Best Story and Screenplay*
  "AN AMERICAN IN PARIS"
  M-G-M
  ALAN JAY LERNER
  (Color by Technicolor)

- *Best Sound Recording*
  "THE GREAT CARUSO"
  M-G-M
  DOUGLAS SHEARER, Sound Director
  (Color by Technicolor)

- *Irving G. Thalberg Memorial Award*
  ARTHUR FREED, Producer
  M-G-M
  "AN AMERICAN IN PARIS," "SHOW BOAT"
  (Both in Color by Technicolor) and other musicals

- *Special Award*
  GENE KELLY
  Achievements in the Art of
  Choreography; Choreographer,
  "AN AMERICAN IN PARIS"
  M-G-M
  (Color by Technicolor) and other musicals

- *Best Set Decoration—Color*
  "AN AMERICAN IN PARIS"
  M-G-M
  EDWIN B. WILLIS and KEOGH GLEASON
  (Color by Technicolor)

- *Best Scoring of a Musical Picture*
  "AN AMERICAN IN PARIS"
  M-G-M
  JOHNNY GREEN and SAUL CHAPLIN
  (Color by Technicolor)

- *Best Special Effects*
  "WHEN WORLDS COLLIDE"
  GEORGE PAL-PARAMOUNT, GORDON JENNINGS
  (Color by Technicolor)

- *Best Short Subject—Two-Reel*
  "NATURE'S HALF ACRE"
  WALT DISNEY PRODUCTIONS, RKO RADIO
  (Color by Technicolor)

- *Best Short Subject—Cartoon*
  "TWO MOUSEKETEERS"
  M-G-M
  FRED QUIMBY, Producer
  (Color by Technicolor)

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VOL. 71. NO. 60 NEW YORK, U. S. A., THURSDAY, MARCH 27, 1952 TEN CENTS

Insider's Outlook

By RED KANN

THE reported and recorded observations of individuals prominent in the public eye have a habit of sticking with their authors. It may not be permanent, but it can be unfortunate while current.

There is the case of Humphrey Bogart, who upset all the crystal-ball savants by walking off with the Academy Award for best actor last week. The next day the United Press dusted off a year-old magazine article in which Bogart had described the Oscars as a lot of nonsense; the reporter wanted to know how he felt now that he had won.

"I don't change anything of what I've said," the U.P. quoted him. "This Oscar doesn't prove I was the best actor of the year. The only honest way would be to let everybody play Hamlet and let the best man win. Of course, you'd get some funny Hamlets that way."

The Oscar in hand, Bogart also was reported as having said something or other about "going out to get loaded."

■

At hand is a copy of a letter written to Bogart by Lou S. Hart, who operates Schine's Avon at Watertown, N. Y. "I have no quarrel with anyone who stands up on his two feet and gives vent to his feelings. However, I think you will agree there is a time and place for anyone to let off steam," he wrote. Accompanying Hart's communication was the U.P. story quoting Bogart in the Watertown *Daily Times* which exercised its editorial prerogative with an assortment of remarks hardly complimentary to Bogart, the Academy or the industry. Hart observes this "did the industry and my particular job no good" and suggests Bogart should have rejected the award rather than accept it and then go derogatory.

■

It isn't legal. It isn't even possible. But wouldn't it be a wonderful dream world in which stars who don't know what to say about industry good and welfare, or when to say it, confine their acting and their talking strictly to camera and microphone?

Majors Take Brookside Case to Supreme Court

WASHINGTON, March 26.—The eight major distributors today dumped another exhibitor anti-trust suit into the Supreme Court's lap, appealing the eighth Circuit Court of Appeals decision in the Brookside case.

This is the second major anti-trust case to reach the court this month. Only 10 days ago, the distributors appealed the third Circuit Court of Appeals decision in the Milgram case.

In the case appealed today, the Brookside Theatre Corp., which in 1938 leased the Brookside Theatre in Kansas City, sued the eight major distributors, charging they conspired to prevent the Brookside from obtaining pictures in the 1936-37 season and that this forced the company to sell its lease to a company controlled by

(*Continued on page* 5)

MPAA Holds Its 2nd Arbitration Meet

The distributors arbitration negotiating committee yesterday held its second meeting since its establishment last Friday, to plan further for the conference next month with exhibition representatives on the possible setting up of an industry system of arbitration.

Yesterday's meeting, which took

(*Continued on page* 5)

Action vs. Exhibitors Denied by Broidy

HOLLYWOOD, March 26. — Steve Broidy, Monogram president, today categorically denied the published report that he would seek Department of Justice action against exhibitors, declaring, "not only are the opinions attributed to me in this trade paper article in complete error, but the entire story is without the slightest basis in fact, insofar as it relates to Mono-

(*Continued on page* 4)

FCC Hearings Head For April 14 Recess

WASHINGTON, March 26.—The Federal Communications Commission's Paramount hearings will recess until Monday, April 14, when the current merger phase winds up late this week or early next.

This was ordered by hearing examiner Leo Resnick. It had been requested by FCC attorneys, who said they needed extra time to prepare

(*Continued on page* 5)

Spark COMPO Fiscal Plans at Meet Today

A meeting aimed at formulating the precise plans for setting in motion the Council of Motion Picture Organizations' new dues assessment program will be held here today between Arthur L. Mayer, COMPO executive vice-president, and Trueman T. Rembusch, chairman of the industry agency's finance committee.

Rembusch, who was scheduled to arrive here last night from Franklin, Ind., is expected to meet as well with Ben Kalmenson, chairman of the distributors committee of the Motion Picture Association of America, to obtain distributor suggestions in connection with the assessment program planning. Kalmenson is a member of the six-man COMPO finance committee.

The new assessment arrangement stipulates flat-rate payments by individual theatres based on seating or car capacity. It was adopted by the COMPO board at its annual meeting here last month. Distributors will

(*Continued on page* 5)

MPA Annual Board Meet Is Postponed

The annual meeting of the board of Motion Picture Association of America, which had been scheduled for Monday here, has been postponed to April 21-22 because of the absence of a number of company presidents, including Nicholas M. Schenck and Barney Balaban, in Florida, and Spyros Skouras and Ned E. Depinet, on the Coast.

An interim conference of company and MPA officials is scheduled to be held in Washington Sunday.

Industry Meet With House Group Favored

Seek Approach to Get 'Red' Report Amended

Immediate interest in Council of Motion Picture Organizations and other industry circles was expressed here yesterday in the suggestion of Rep. Clyde Doyle (D., Cal.) that top industry executives meet with the House Committee on Un-American Activities to discuss amendment of the Committee's recent report criticizing the industry for laxity in ridding itself of Communists.

At the Motion Picture Association of America here it was stated that Eric Johnston, president, and Joyce O'Hara, vice-president, were informed of Rep. Doyle's published suggestion and planned to look into it.

At COMPO, Arthur L. Mayer, executive vice-president, expressed interest, stating that while the suggestion

(*Continued on page* 5)

C. of C. Sets Tribute To Industry in L.A.

HOLLYWOOD, March 26.—The Los Angeles Chamber of Commerce announced it will pay tribute to the film industry at a banquet in the Biltmore Bowl April 15, with the community's civic and business leaders hosting film leaders headed by Eric Johnston, Charles P. Skouras and others.

Chamber president Terrell C. Drinkwater said, "The purpose of this dinner meeting is to honor one of our largest and internationally known industries and those responsible for its success. Movies have made Hollywood famous world over as a tourist and fashion center, to say nothing of them as a source of local employment, real estate investments, and major factor in our city, county, state and federal tax structure."

New Contract Signed By SAG and IMPPA

HOLLYWOOD, March 26.—Independent Motion Picture Producers Association and the Screen Actors Guild signed a new collective bargaining contract embodying all the provisions in the pact recently consummated with the Association of Motion Picture Producers and subsequently with the Society of Independent Motion Picture Producers.

Personal Mention

LEO McCAREY will be in New York from the Coast to attend the world premiere of his film, "My Son, John," at the Capitol on April 8. He will then leave for Europe with his wife and daughter.

•

Walter Beck of the Phillips, Nizer, Benjamin and Krim law firm, is due back in New York from the Coast at the weekend.

•

Jack Goldberg, M-G-M branch manager in Albany, is spending several days at the company's Paris offices before leaving with Mrs. Goldberg for Italy. They plan to sail for home on the *S.S. Queen Mary* April 1.

•

Ray Gallo, equipment advertising manager of Quigley Publications, made an address Tuesday night to the New York graduating classes of the Henry George School of Social Science.

•

Louis Baker of the Star Theatre, West Point, Ky., has entered St. Anthony's Hospital in Louisville for surgery.

•

Max Herschman, Eastern sales representative for Filmack, is at St. Joseph's Hospital, Far Rockaway, N. Y., for eye surgery.

•

Sanford Weiner, sales manager of Manor Films, leaves here today for Richmond, Va.

•

Jerry Fairbanks, head of the firm bearing his name, is in Chicago from Hollywood.

•

Norman Levinson of Loew's Poli Theatre, Hartford, is in Florida on vacation.

J. P. McGowan Dies On Coast at 72

Hollywood, March 26.—J. P. McGowan, 72, veteran producer, director, actor, and for the past 14 years executive secretary of the Screen Directors Guild, died unexpectedly this morning. The cause was not immediately determined.

McGowan, born in Australia, started his career in the industry as an actor with the Kalem Motion Picture Co. in Chicago in 1909. After becoming a director with Famous Players-Lasky he organized the Signal Film Corp. He has since then produced and directed films for several companies.

Helm Services Friday

Hollywood, March 26.—Funeral services will be held Friday morning at Forest Lawn, for L. C. Helm, 47, business agent of the Studio Laborers Union, Local 724, for the past 19 years, and secretary-treasurer of the Hollywood AFL Film Council, who died unexpectedly Tuesday of a heart attack. The widow, two daughters and a granddaughter, survive.

First-Runs in Many Key Areas Are Enjoying Good Box-Office Intakes

Reports from the field indicate that theatre business in many areas is quite favorable, despite unfavorable weather and other conditions in some places. This is not true, of course, generally, but reports from several widely-scattered regions show healthy box-office intakes.

To mention a few typical situations: In Denver, even with 17-inches of snow—the heaviest of the season—most first-runs are well above average. The same is true in Indianapolis, despite very cold weather and sports competition from a basketball tournament. Weekend business is proving a boon to downtown first-runs in Baltimore. "Quo Vadis" is leading a fairly steady first-run situation in Omaha, with its $10,000 estimated gross more than doubling the house average of $4,500 at the State.

Even with pleasant spring weather Atlanta's theatre trade in downtown houses is good; the drive-ins there are especially enjoying brisk business for the very same reason. Most first-runs in Buffalo are at least holding their own, while some are playing to much better than average. The same can be said of many downtown Cincinnati theatres, likewise Kansas City, Toronto, and other key spots.

Dewey Will Receive COMPO Delegation

A reception by Governor Thomas E. Dewey at the State Capitol will highlight "Movietime" tour of the Albany exchange territory which five Hollywood personalities will make during the week beginning April 20, it was revealed here yesterday by the Council of Motion Picture Organizations.

Under the co-chairmanship of Harry Lamont of Albany, extensive plans have been laid for daily appearances of the troupe in towns throughout the territory.

Although the personalities for the tour have not yet been designated, the Albany committee has mapped out a schedule which includes the following:

Arrival of the personalities on Sunday, April 20, at the Ten Eyck Hotel, Albany, where dinner for the press will be held; Monday at 10 A. M., reception by Governor Dewey, with newsreel cameramen; Monday noon, luncheon in Schenectady; Monday afternoon, visit to the Mohawk Carpet Mills in Amsterdam, visit to High School auditorium in Herkimer, and stops in town squares in towns en route; Monday evening dinner in Utica with combined service clubs of the city.

According to COMPO, Lamont has advised that similar activities for the remaining days in the week are now being arranged for other communities in the area. The personalities will cover the territory in limousines under the supervision of Abe Bernstein, M-G-M exploitation man in Albany.

'Vadis' Delegates Are Welcomed in Rome

Rome, March 26.—The Italian government officially welcomed delegates of M-G-M's "Quo Vadis" conference at a formal luncheon yesterday at the Cinecitta Studios. In the name of Premiere Alcide de Gasperi, M-G-M was cited for making "Quo Vadis." Also cited was Arthur M. Loew, president of Loew's International, for having produced "Teresa" in Italy, a company statement disclosed.

Name New Okla. T.O. Board; Elect April 7

Oklahoma City, March 26.—The two-day annual convention of the Theatre Owners of Oklahoma was concluded here last night with a banquet attended by Governor and Mrs. Johnston Murray of Oklahoma.

Directors of the association were elected at the closing business session and will meet April 7 to elect officers. Directors for Oklahoma are: Phil Hayes, J. C. Hunter, A. R. Walter, Charles Proctor, Alex Blue, Ray Hughes, C. L. Lance, Eddie Holt, William Slepka, Morris Loewenstein, Ted Butterfield, Mrs. Avece Waldron, Paul Stonum, Mrs. H. L. Goerke, C. B. (Browny) Akers, H. D. Cox, Homer Jones and Vance Terry.

Directors for Texas are: Virby Conley and H. S. MacMurray.

Marc Wolf, chief barker of Variety International, and Mitchell Wolfson, president of the Theatre Owners of America, addressed the closing session. Loewenstein, president of the Oklahoma organization, made the annual report to the convention.

U-I Sets Alaska Premiere

Universal-International has completed arrangements with U. S. Defense Department officials in Washington to stage the world premiere of the color in Technicolor production, "The World in His Arms," in Alaska. The premiere, said to be the first ever to be held in the Far North, will take place in either Anchorage or Fairbanks on June 20. It will be followed by a series of premiers in major military installations throughout Alaska.

Perry in Ohio Closes

New Lexington, O., March 26.—An exception to the reported trend of diminishing television competition is claimed in the case of the Perry Theatre here, which has gone dark after 40 years of continuous operation. "Radio and television offered too much opposition for us," is the reason given for the closing by C. E. Davis, owner of the house.

UA Sales Meet Here Today

A two-day meeting of United Artists sales and promotion executives from the home office and from the Washington, New York and Philadelphia exchanges will open at the Park Sheraton Hotel here this morning for a discussion of current and future operations. It will be conducted by UA vice-president William J. Heineman and Max E. Youngstein.

The conference, following similar meetings held by the UA vice-presidents with company personnel in Boston, Buffalo and Toronto, is part of a nation-wide series in which Heineman and Youngstein ultimately will meet with members of every company branch in the country to provide the company's entire field organization with a picture of UA's position, program and plans.

The home office contingent will also include Bernard G. Kranze, executive assistant to Heineman; Milton E. Cohen, Western-Southern sales manager; Nat Nathanson, Eastern-Canadian sales manager; John Hughes, assistant to Nathanson; Joseph Sugar, contract department chief; Francis M. Winikus, director of advertising-publicity; Alfred H. Tamarin, publicity manager; Roger Lewis, advertising manager, and Mori Krushen, exploitation manager.

Attending the meeting from the New York exchange will be Fred Meyers, New York Metropolitan district manager; George Waldman and Edward Mullen, sales managers; Myron Starr, office manager; salesmen Sam Rifkin and Bert Topal; bookers Tony Agoglia, Karl Harte, Ben De Augusta, and staff members Calvin Young and Norman LeTarte. The Washington exchange contingent, headed by branch manager Arthur Levy, will include office manager Luther Buchanan and salesmen H. Rose, J. Fontaine and M. Siegal. From the Philadelphia exchange will come branch manager John Turner and salesmen M. Magill, S. Kositsky and J. Bergin.

Testimonial to Raoul Of 'IA' on April 19

Leaders in all branches of the industry have been invited to a testimonial dinner to William T. Raoul, international secretary-treasurer of the IATSE, which will be held on April 19 at the St. George Hotel in Brooklyn.

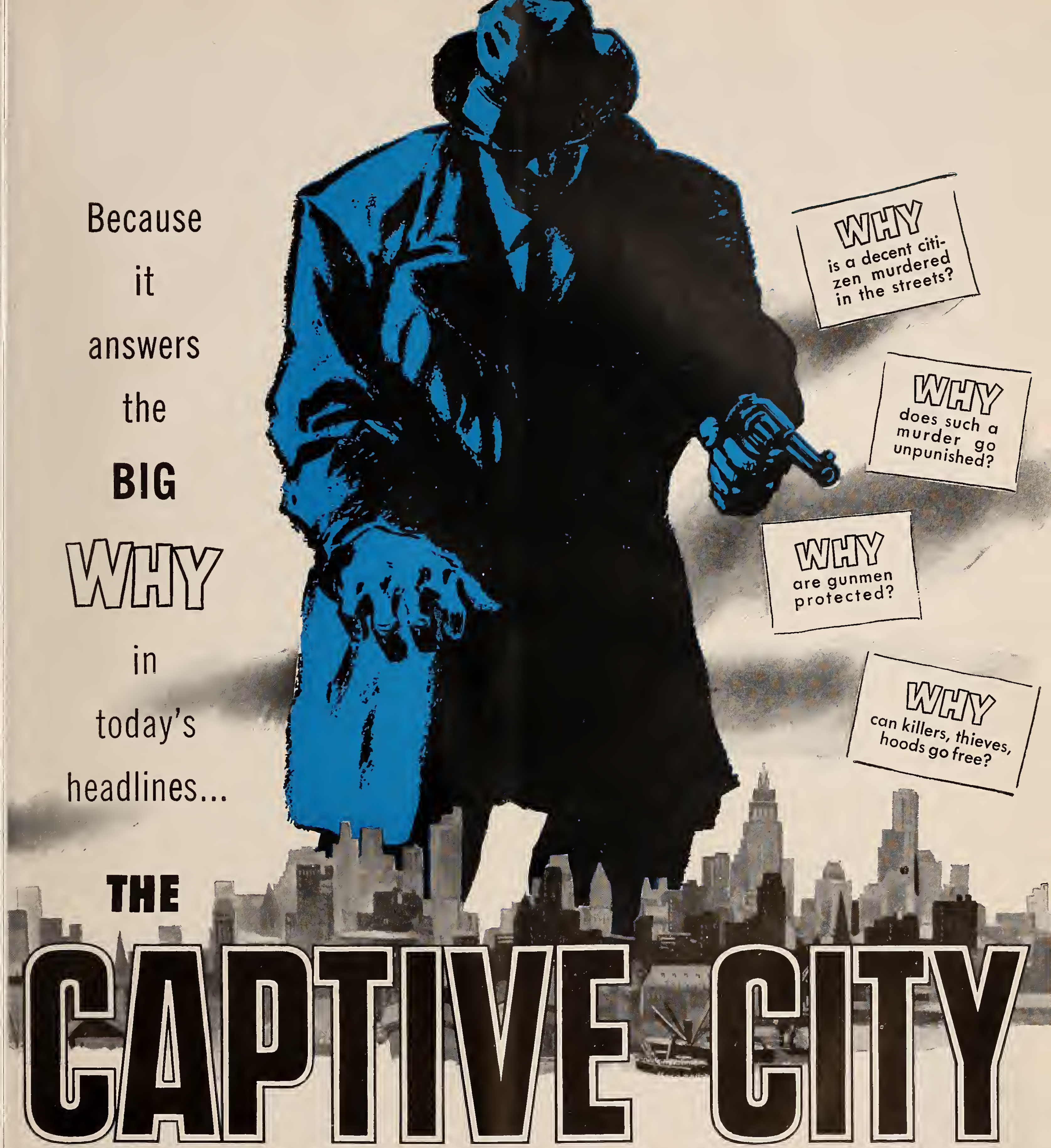
"IA" president Richard F. Walsh will deliver the principal address. Tom Murtha, "IA" headquarters executive, is chairman of the arrangements committee.

Mayer Here for Material

Louis B. Mayer, who is in New York from the Coast, is understood to be surveying the stage-play and book markets for material for motion picture production. He is also expected to negotiate for the distribution of a picture which he plans to produce.

GIVE to the American Red Cross.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies 10c.



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it
answers
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WHY is a decent citizen murdered in the streets?

WHY does such a murder go unpunished?

WHY are gunmen protected?

WHY can killers, thieves, hoods go free?

THE CAPTIVE CITY

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Screenplay by Karl Kamb and Alvin Josephy, Jr. • Based on an original story by Alvin Josephy, Jr. • Produced by THERON WARTH
Directed by ROBERT WISE • Photographed with the Hoge Lens • The compensation for Senator Estes Kefauver's services has been donated to the Cordell Hull Foundation for World Peace • An Aspen Picture

Another
BIG ONE
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"TOP NOTCH B. O.! One of the best!"—Variety

Action Denied

(*Continued from page 1*)

gram. A reporter for the weekly trade paper that carried the story phoned me at my home the evening before publication, and was given a complete, unequivocal denial. I told him that neither Monogram nor myself had ever thought of, discussed or even considered court action of any kind, nor any government appeal. For the information of all exhibitors, I want to state right now that we at Monogram feel that our relationship with exhibitors has been a source of great satisfaction to all of us. I have always felt that I can sit down across the table from any exhibitor or group of exhibitors and reach an understanding on any industry problems. This has always been Monogram's policy and it will remain so."

No More Product to TV

In connection with Monogram's entire policy of licensing pictures for television, Broidy revealed that the company had already decided to refrain from committing any further product to video beyond that already spoken for. This present policy, he pointed out, was further proof that any rumor of contemplated appeal for government action was ridiculous.

"Once and for all," Broidy stated, "let it go on record that Monogram is primarily in the business of producing and distributing pictures for theatrical exhibition. Last year and during the present season our product has met with the most enthusiastic exhibitor reaction in our history. We're going to keep it that way."

E-K Reports Developments Aimed at Color Increase

Eastman Kodak developments which make possible the processing and printing of color motion pictures in a number of ways have resulted in a growing use of color and more flexible ways to produce color films for theatre exhibition, the company states in its annual financial report to stockholders.

"In the professional motion picture field," the report explains, we have introduced "several new films for use in making color release prints for theatres. One, for example, is Eastman Color Inter-negative Safety Film. This film, together with the new Eastman Panchromatic Separation Positive Film, is needed to create special effects in the finished print."

These special films, combined with the new Eastman Color Negative and Color Print Films, provide a complete new group of color products for the professional 35mm. field, the report states.

It was indicated also that a rise in professional motion picture film sales has stemmed in part from the expanding uses of 16mm. films in television. The sale of professional films for theatre use has also considerably increased, it was said.

The report contains a chart comparing the company's total taxes and net earnings for five years, 1947-51. Set forth are taxes of $31,000,000 and earnings of $43,000,000 in 1947; taxes of $40,000,000 and earnings of $55,000,000 in 1948; taxes of $32,000,000, earnings of $50,000,000 in 1949; taxes of $64,000,000, earnings of $62,000,000, 1950; taxes of $88,000,000, earnings of $49,000,000 in 1951.

Gorham Idea Brings Awards to 2 Stars

DETROIT, March 26.—The Detroit *Free Press*' first annual "New Faces Award," a project that grew out of a suggestion by Alice Gorham of United Detroit Theatres, who was a 1948 Quigley Showmanship Award winner, was presented tonight to Universal stars Jeff Chandler and Piper Laurie.

The presentations were made in Detroit's new Veteran's Memorial Building. *Free Press* columnist Helen Bower made the presentations to the stars, who were flown here by Universal.

Universal Newsreel cameramen covered the affair, which followed a poll conducted by the newspaper to determine its readers' opinions on the most effective new film stars.

Drive-in Survey Topic of Meeting

Results of a survey of drive-in theatres in the West and Mid-west will be discussed at a three-day conference of regional executives of Jack H. Levin Associates, opening tomorrow at the Conrad Hilton Hotel in Chicago. The national checking company for some weeks has been looking into the future prospects of drive-ins.

Jack Levin, head of Associates, pointed out that the conference will be attended only by those executives in whose territories the survey was made. Attending will be: S. R. Wallis, Los Angeles; H. H. Daniels, Cincinnati; Harold Dorne, Chicago; Charles M. Johnson, Detroit; Herbert M. Israel, Milwaukee; Herbert C. Dreisbach, Minneapolis; Arthur A. Becker, St. Louis.

Hear 2 U. S. Motions April 30 in UA Case

Two government motions will be heard in Federal Court here on April 30 in connection with the Department of Justice's allegations of dual affiliations among Universal and United Artists officers, and its challenging of UA's right to release the product acquired in the purchase last year of Eagle Lion assets.

One motion is to amend the so-called "Little Three" decree in the industry anti-trust suit to prohibit Universal, UA and Columbia from having common officers. The other is for a court order requiring UA to make the E-L pictures available for purchase by other distributors with in a certain time limit.

Potter in UA-TV Post

Edward J. Potter, retired U. S. Air Force colonel and San Antonio, Tex., public relations man, has been appointed sales representative of United Artists Television in that city.

Refuse Petitions In 'Miracle' Appeal

Albany, N. Y., March 26.—Permission to file briefs *Amicus Curiae* with the Supreme Court in support of Joseph Burstyn, Inc.'s appeal from a decision of the Court of Appeals upholding the Board of Regents' ban on "The Miracle," will not be given to the National Lawyers Guild and several other organizations. Charles A. Brind, Jr., counsel for the Regents and the State Commissioner of Education, said this today.

Dr. Brind explained that under the rules of the nation's highest tribunal, consent of the respondents is necessary. He does not intend to grant such permission.

Kentucky Derby on NationwideHomeTV

LOUISVILLE, March 26.—The Kentucky Derby, to be run at Churchill Downs here on May 3, will be telecast Coast-to-Coast for the first time over CBS-TV network.

An outgoing cable, probably to Indianapolis, will have to be provided by the network to complete a connection with trans-Continental cables. The sponsor will be Gillette Razor, which traditionally has sponsored radio broadcasts of the Kentucky turf classic. Financial terms were not divulged but Gillette paid $50,000 for radio rights in the past.

Corum President

Bill Corum, Churchill Downs president, said the telecast is a one-time deal and is experimental in nature, to determine effect on attendance, betting and revenue possibilities, indicating that rights might be open to competitive bidding, including theatre TV, hereafter.

Last year's Derby was filmed and televised to homes shortly after the running of the feature.

Sees Good Future For Films in TV

A most favorable future for films in television was predicted here yesterday by Aaron Beckwith, sales director of United TV Programs, Inc., who addressed a meeting of the National Television Film Council.

Mel Gold, NTFC president, who presided at the meeting, announced that Sally Perle would succeed John Battison as secretary of the organization.

New TV Promotion For Films in Chicago

CHICAGO, March 26. — Hal Tate Productions of Chicago and Sam Lesner, *Chicago Daily News* film critic, have closed a deal enabling them to offer participating spots to exhibitors and film distributors on "Hal Tate's TV Disc Jockey Show," on WBKB-TV at 3:45 P. M. every Sunday.

Lesner, who operated in a similar capacity on Allied Theatres' "Movies for Millions" radio program last summer, will review and discuss current and coming films.

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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

Industry Meet

(*Continued from page* 1)

was worth following up, the proper procedure was not immediately evident. Mayer pointed out that no formal invitation has been extended by the Committee to industry officials, nor had Rep. Wood (D. Ga.), who as chairman of the committee, might properly be regarded as the necessary source of such an invitation, been heard from. Rep. Wood is understood to be in Georgia now.

Doyle, who is in California and will be there for the next two or three weeks, was the fourth member of the nine-man Un-American Activities Committee to express himself as dissatisfied with the Committee's report criticizing the industry. He said the report was "dated" and needed to include more recent developments in the industry's record of opposing employment of Communists in Hollywood.

Doyle said he was unaware of any unfriendly attitude toward the industry among Committee members and believed that a meeting of industry executives with them could result in a fair amendment of the report.

It was indicated that Art Arthur, head of the Motion Picture Industry Council and COMPO representative in Hollywood, might be asked to pursue the subject further with Doyle there, and that the MPAA might ask Y. Frank Freeman, head of the Association of Motion Picture Producers, to do the same. It was also indicated that approaches to Chairman Wood to ascertain his views on such a meeting as that suggested by Doyle might also be in order.

At COMPO's last board meeting here in late February, the organization's officials were directed to seek a correction of the Committee's "unfair" report and to have the industry's answer refuting it widely publicized. A protest was sent to the Committee but was never acknowledged. Johnston was chairman of the COMPO committee which drafted the industry's answer to the committee's criticism.

Indications are the Doyle proposal will be discussed at an MPAA meeting in Washington Sunday to be attended by company executives.

Arbitration Meet

(*Continued from page* 1)

place during a luncheon at the Harvard Club here, was attended by Eric A. Johnston, Motion Picture Association of America president, who is chairman of the all-distribution committee of which the negotiating group is a sub-committee.

In attendance were William F. Rodgers, chairman of the arbitration negotiating sub-committee, and members Robert Mochrie and Al Litchman. Present also were Alfred W. Schwalberg, Paramount distribution vice-president, and Joyce O'Hara and Ralph D. Hetzel, Jr., MPAA executives.

Reception for Hunter

A "desert island" cocktail party, complete with grass-skirted dancing girls, coconuts, palm trees and South Sea atmosphere, will be held at Toots Shor's this afternoon with the arrival here of Tab Hunter, who stars opposite Linda Darnell in his first motion picture, "Saturday Island."

Case to Supreme Court

(*Continued from page* 1)

20th Century-Fox. The District Court upheld the complaint and awarded the company damages totaling $1,125,000. The Circuit Court affirmed the District Court ruling, only scaling down slightly the attorney's fee.

In asking the high court to set aside the rulings of the lower courts, the distributors argued that the latter erred in permitting attorneys for Brookside to refer to findings and conclusions in the government's Paramount case and to use some of this as evidence in the trial court. The distributors also argued that the damages were erroneously determined on the basis of the profits the Fox subsidiary actually made after it acquired the theatre in 1937, rather than on what the Brookside lease was worth in 1937, when Fox acquired it. Finally, Loew's, Warner Brothers, Fox, RKO and Paramount pointed out the suit was not actually brought until June 27, 1949, and said the lower courts should have ruled that the three-year statute of limitations in California, where the suit was origally brought, barred the action.

The distributors denied any conspiracy to deprive the Brookside of pictures in 1936, and said each distributor had acted independently in dealing with the theatre. They cited the decision in the so-called Rolsky case, where the Kansas City court held distributors had not engaged in any conspiracy, but had acted independently, in a similar licensing situation. The court in the Brookside case should have permitted the Rolsky decision to be introduced in evidence, they said.

Admitting the Supreme Court, in the precedent-making Emich case, had increased the responsibility of the trial court judge to inform juries in a private anti-trust suit of previous government decrees against the same defendants, the distributors said the Brookside proceedings went far beyond this rule. In this case, they said, Brookside's lawyer was allowed to give the jury his own interpretation of the Paramount case, to read them the Paramount findings, and include other references.

The distributors pointed out there are now about 150 other suits pending against them and involving charges based on the conspiracy found in the Paramount case. "If the decision in the instant case is not reviewed," they said, "it will be urged by plaintiff's attorneys, in these other actions, that the procedure adopted in this case with respect to the Paramount case should be followed. It will be urged in these other cases that attorneys are entitled to usurp the functions of the court and inform juries in any manner they desire of the determinations in that case."

The distributors also argued the statute of limitations ruled out the case because the period when the 1940 consent decree was in effect should be counted as part of the time when the statute was running. The lower courts ruled that this was not so, and that the statute of limitations was still suspended during this period.

Recess to April 14

(*Continued from page* 1)

questions to put to United Paramount Theatres directors when they return for questioning on how specific theatres were acquired and operated.

Witnesses from American Broadcasting Co. and United Paramount are now being cross-questioned by FCC and DuMont attorneys on the proposed merger of the two companies. This cross-examination will probably wind up on Friday, Monday, or Tuesday. The hearing was then slated to swing right into the questioning of A. H. Blank, Robert Wilby and other UPT directors on specific theatre situations. But Commission counsel Frederick Ford yesterday said he would need more time to prepare questions to put to these witnesses, and today Resnick granted Ford's request for a recess after the current phase ends.

Resnick put off until after UPT President Leonard Goldenson returns for cross-examination a ruling on a DuMont motion to require ABC and UPT to furnish detailed figures on all film rentals paid and all receipts from film showings.

Today's hearing was devoted to cross-examination of six ABC and UPT officials. They were: ABC board chairman Edward J. Noble, ABC vice-president Robert Hinskley; UPT secretary-treasurer Robert H. O'Brien; and UPT directors E. Chester Gersten, Robert L. Huffines, Jr., and Charles T. Fisher, Jr.

1,225,000 Saw 'Show'

"The Greatest Show on Earth" was seen by more than 1,225,000 persons during its record-tying 11-week run at Radio City Music Hall, which ended last night, Paramount declared.

See 'Latuko' Action Thursday or Friday

Albany, N. Y., March 26.—The Board of Regents is expected to announce during the monthly meeting here Thursday and Friday a decision in the appeal by the American Museum of Natural History from a decision of the Motion Picture Division, State Education Department, denying a license for "Latuko," on the ground that scenes of nude African tribesmen are "indecent." A sub-committee viewed the picture in New York City last week. The full board probably will act on its report this week-end, although the case is not on the printed calendar.

Fiscal Plans

(*Continued from page* 1)

match the exhibitors' dues payments, as was the case under the financing system which has been replaced. The old system called for exhibitor contributions of one-tenth of one per cent of film rentals.

It was expected at the COMPO board meeting that some time would be required to get the new plan started. Rembusch meanwhile has worked on blueprints for getting it started as quickly as possible. It is understood he expects to determine at today's meetings the approximate date on which revenue will begin flowing into COMPO's treasury.

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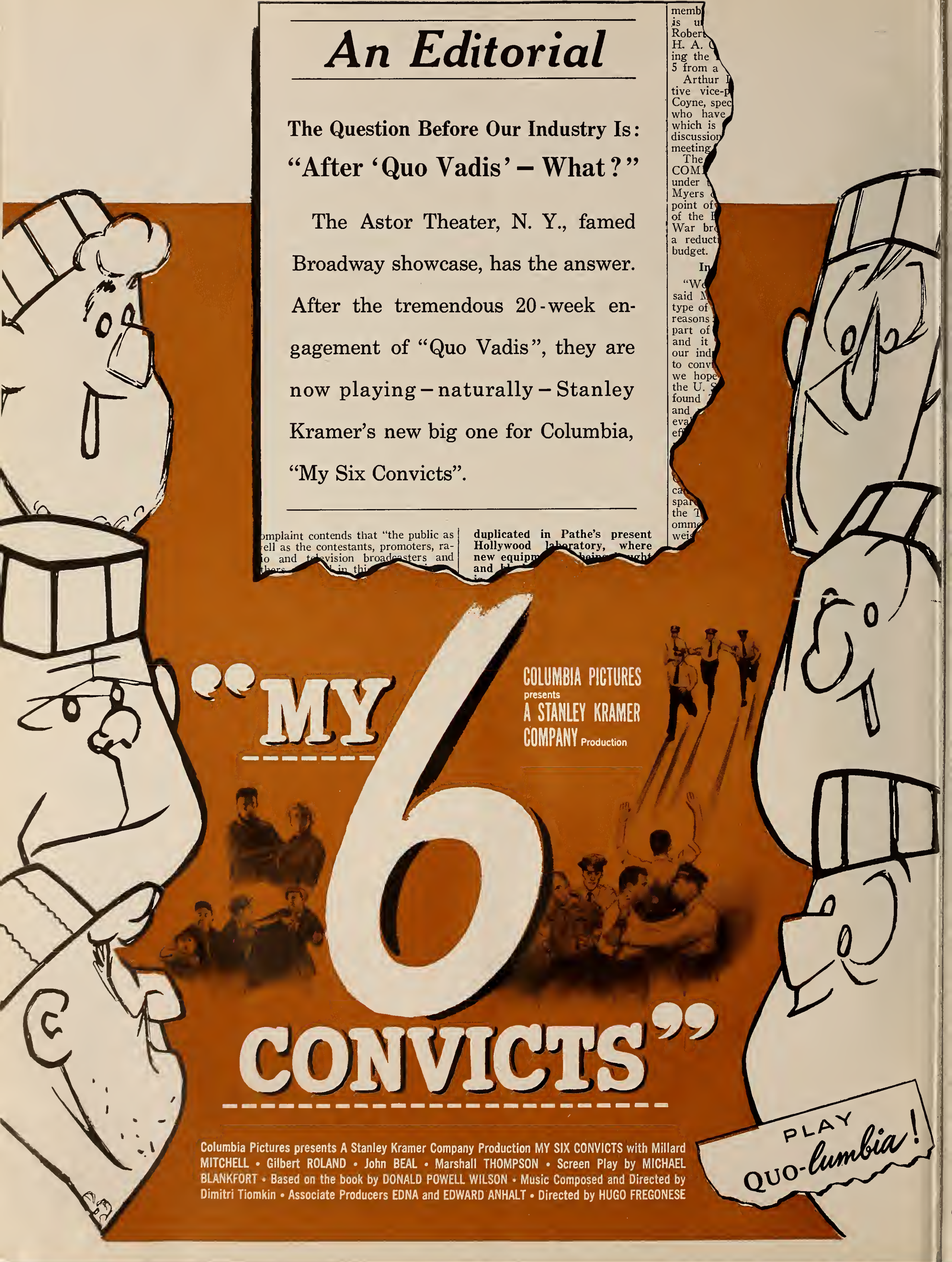

An Editorial

The Question Before Our Industry Is: "After 'Quo Vadis' – What?"

The Astor Theater, N. Y., famed Broadway showcase, has the answer. After the tremendous 20-week engagement of "Quo Vadis", they are now playing – naturally – Stanley Kramer's new big one for Columbia, "My Six Convicts".

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COLUMBIA PICTURES presents A STANLEY KRAMER COMPANY Production

"MY 6 CONVICTS"

Columbia Pictures presents A Stanley Kramer Company Production MY SIX CONVICTS with Millard MITCHELL • Gilbert ROLAND • John BEAL • Marshall THOMPSON • Screen Play by MICHAEL BLANKFORT • Based on the book by DONALD POWELL WILSON • Music Composed and Directed by Dimitri Tiomkin • Associate Producers EDNA and EDWARD ANHALT • Directed by HUGO FREGONESE

FIRST IN FILM NEWS

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Accurate Concise and Impartial

VOL. 71. NO. 61 NEW YORK, U. S. A., FRIDAY, MARCH 28, 1952 TEN CENTS

Business Firms Seek Theatre TV for Meets

Goldenson Tells FCC Meet of Off-Hour Plans

WASHINGTON, March 27.—Corporations throughout the country are considering the use of theatre television on a two-way closed circuit basis for sales and stockholders meetings, United Paramount Theatres president Leonard Goldenson said today.

"Large numbers of corporations all over the country are in touch with theatre people for stockholders and salesmen's meetings," Goldenson declared at the Federal Communications Commission's Paramount hearing.

He said a "large corporation" had approached four theatres—not UPT's—for the use of their theatre television facilities, and that "another government agency" besides Civil Defense also wanted to use theatre television.

Although Goldenson identified none of these outfits, another UPT official declared after the hearing that the

(*Continued on page* 3)

Minimizes Effect of New TV Stations

WASHINGTON, March 27.—United Paramount Theatres president Leonard Goldenson today predicted theatre business would not be too badly hurt by additional television stations authorized after the Federal Communications Commission lifts its present TV freeze.

Questioned by FCC counsel Frederick Ford during the FCC's Paramount hearings, Goldenson admitted that television in the past has hurt theatre busines, but said he doubted this would continue in the same degree. TV has had a novelty effect,

(*Continued on page* 3)

TV Code a Highlight Of Telecasters Meet

WASHINGTON, March 27.—A panel discussion of the new Television Standards Code will feature the 30th annual convention of the National Association of Radio and Television Broadcasters, which will get under way in Chicago on Monday.

The convention will last through Wednesday. The code discussion will come Wednesday afternoon. Other

(*Continued on page* 6)

Vail Demands Probe of Yankwich for Upholding Cole Suit Against M-G-M

Washington, March 27.—Rep. Vail (R. Ill.) has urged a Congressional investigation of Federal District Court Judge Leon Yankwich for what is described as his precedent-making decision upholding writer Lester Cole's damage suit against M-G-M.

The suit was brought by Cole after he was suspended by the company following his refusal to answer questions put to him by the House Un-American Activities Committee in its 1947 Hollywood hearings. Vail was a member of the Committee at that time.

Vail cited the film industry decision to fire the "Unfriendly Ten" for violating the good-conduct clause in their contracts, and said this decision was a "patriotic obligation" on the part of the producers, and that the public would have boycotted and picketed Hollywood films if the producers hadn't done it. Vail then attacked Yankwich for ruling that Cole had not refused to answer the Committee's questions and that he had not brought himself into public hatred, contempt, scorn or ridicule in violation of the good-conduct clause.

The Illinois Republican pointed out that other suits had been decided or settled on the basis of Yankwich's decision in the Cole case, and asked for an investigation "to determine the fitness of Judge Leon Yankwich to retain a seat on the Federal Bench."

Draft Method of Collecting Compo Dues at Meet Today

A full-fledged meeting of the Council of Motion Picture Organizations' finance committee will be held here today to arrive at a specific method for collecting dues from exhibitors under the new revenue plan adopted by the COMPO board at its annual meeting last month.

Today's meeting follows a preliminary conference on the subject yesterday between Trueman T. Rembusch, finance committee chairman, and Arthur L. Mayer, COMPO executive vice-president. Mayer and other COMPO officials, including Robert W. Coyne, special counsel, and Charles E. McCarthy, information director, will participate in the committee meeting.

Committee members who will sit in on the meeting with Rembusch and the others are: Ben Kalmenson, Oscar Doob and Harry Brandt. The other two members of the six-man committee, H. V. (Rotus) Harvey and Sam Kirby, will be consulted by

(*Continued on page* 6)

MPAA Meet Monday Draws Top Heads

The Sunday-Monday meeting in Washington of the board of directors of the Motion Picture Association of America assumed new significance yesterday when it was learned that a number of company presidents will interrupt out-of-town visits to attend it.

MPAA officials declined to divulge the purpose of the meeting or to indicate who would attend. However,

(*Continued on page* 3)

Rodgers' New Pact Sets $1,100 Salary

WASHINGTON, March 27.—William F. Rodgers. Loew's vice-president, whose present employment contract will expire on July 26, has signed a new agreement with the company calling for his exclusive services for a period of two years, commencing July 27, at a salary of $1,100 per week, Loew's reported today to the Securities and Exchange Commission.

The new pact stipulates that Rodg-

(*Continued on page* 6)

$4,308,431 Net In 1951 for 20th

A $4,308,431 consolidated net profit for 1951 was reported yesterday by 20th Century-Fox. The net for the previous year was $9,553,260, including $2,262,988 income from prior years from countries with currency restrictions, and a net gain of $1,183,985 from exchange of theatre properties resulting from compliance with the Federal Court's theatre divestiture order. The parent company and all

(*Continued on page* 3)

Industry Must Ask Meet with House Group

Only Way to Get 'Red' Report Corrected: Doyle

HOLLYWOOD, March 27. — Any overtures to bring about a meeting between industry leaders and members of the House Committee on Un-American Activities for the purpose of amending and correcting the Committee's recent report criticizing Hollywood for alleged inaction in ridding itself of Communists will have to come from the motion picture industry.

That is the view of Rep. Clyde Doyle (D. Cal.), who advanced the suggestion for such a meeting in a newspaper interview here this week. At the time, he expressed the opinion that such a meeting could result in bringing up-to-date what he regards as an unfair criticism of the industry's record and position on employment of Communists.

Today, Doyle made it clear that he was expressing only his own views

(*Continued on page* 3)

House Group Plans New Film Report

WASHINGTON, March 27. — The House Un-American Activities Committee's staff is at work on another report which may "take a more realistic view of the Hollywood situation," a key committee member revealed today.

This member said, however, the report might not be issued for several months. The primary purpose of the report, he declared, is to review all the committee's activities since those covered in the annual report. He said, it might very well be that the Committee might use this supplemen-

(*Continued on page* 3)

Hughes Queries SWG On Jarrico Stand

LOS ANGELES, March 27.—"Are you going to strike or aren't you?" Howard Hughes put this question up to the Screen Writers Guild here today in a letter provoked by the Guild's insistence that RKO award a motion picture screen credit to writer Paul Jarrico. Jarrico is one of the witnesses who, under oath, refused to tell the House Un-American Activities Committee whether or not he was a

(*Continued on page* 2)

Personal Mention

SPYROS P. SKOURAS will arrive here via United Airlines from Los Angeles tomorrow.

•

LEON BAMBERGER, RKO Pictures sales promotion head, is recuperating at Wesley Hospital, Oklahoma City, after suffering a virus attack at the convention there of the Theatre Owners of Oklahoma. He is expected to leave the hospital over the weekend and return here.

•

MARTIN STARR, WINS commentator, will handle the premiere ceremonies of the International Motor Sports Show opening at Grand Central Palace here tomorrow.

•

NORMAN H. MORAY, Warner Broththers short subjects general manager and president of Warner Pathe News, will leave here today for the Coast.

•

HAROLD YOUNG, producer and director, is at Thunderbird Air Field in Arizona shooting exteriors for an Army Air Corps Film.

MGM Group in Rome Has Papal Audience

ROME, March 27.—An audience with the Pope was the high point of the day for M-G-M managers and sales, publicity and theatre chiefs who are here for "Quo Vadis" conference. With the convention's business practically wound up, the day was devoted to sightseeing, shopping and a visit to Vatican City, the company disclosed.

The week-long convention, which opened last Monday, has been attended by 82 M-G-M executives from every major market in the world.

MPIC Names Group To Plan for Seminar

HOLLYWOOD, March 27. — Motion Picture Industry Council, at its regular Wednesday night meeting here, appointed a 10-man committee to work on plans for the Council of Motion Picture Organizations seminar here, and tentatively set July 28-31 dates for the event.

The sub-committee will confer regularly with Rotus Harvey, COMPO seminar chairman.

Mother of Walter Brooks

Mrs. Edith Virginia Brooks, 89, mother of Walter Brooks, director of the Managers Round Table of the *Motion Picture Herald*, died yesterday at the Boughton Nursing Home in Troy, Pa., after a long illness. Services will be held in Canton, Pa., Sunday afternoon at the Morse Funeral home.

McGowan Services Sat.

HOLLYWOOD, March 27. — Services for J. P. McGowan, producer-director who died here yesterday, will be held Saturday afternoon at Forest Lawn Cemetery. The widow survives.

All - Social Meet Is Set By Ind. Allied

Indianapolis, March 27. — Associated Theatre Owners of Indiana will hold its annual get-together at French Lick Springs, Ind., May 6-7. No business sessions will be scheduled. The entire time and program will be devoted to sociability.

In the past, ATOI's annual spring sessions usually included one business session or banquet meeting. It is felt now they interferred too much with talking business on the golf course or at the swiming pool.

Extend Italian Tax Deadline to May 30

American distributors have succeeded in getting the Italian government to agree to extend to May 30 the deadline for imposing the so-called turn-over tax which "for many years" that government has been planning to levy on the companies' deals in Italy, it was reported here yesterday by a foreign management source.

It was expected that meanwhile John G. McCarthy, Motion Picture Association of America international division chief, would visit Rome for conferences with Italian government officials aimed at winning an impost of considerably less than the $1,000,000 it is estimated the Italians are seeking under present plans.

Gualino Will Leave For U.K. Pact Talks

Dr. Renato Gualino, general director of Italian Films Export, will leave New York by plane tomorrow for London where he will enter discussions with the British Film Producers Association concerning the Anglo-Italian film agreement. He will be joined there by Eitel Monaco, president of IFE, and other Italian producers' representatives. He plans to be back in Rome by April 3, at which time he will be met by Jonas Rosenfield, Jr., IFE's director of public relations here.

Services for Wolcott

CLEVELAND, March 27. — Funeral services were held here on Tuesday for James Victor Wolcott, 69, at one time a leading local theatre owner, operating the downtown Princess Theatre. In recent years he managed various theatres in Cleveland. Surviving are his widow, Frances, and two daughters, Jeanne Wolcott Allen and Virginia Wolcott Hendricks.

Banquet Closes NT Meet

HOLLYWOOD, March 27. — National Theatres president Charles P. Skouras entertained the circuit's 72 delegates to the annual meeting at the close of the four-day sessions tonight at a banquet at the Ambassador Hotel. Spyros Skouras was the principal speaker at the closing day's session.

NEWS in Brief . . .

SALT LAKE CITY, March 27.—Sidney L. Cohen, associate general manager of Intermountain Theatres, Inc., today announced his resignation to head Film Services Corp., a buying and booking organization to have offices here. Cohen's resignation will be effective on the appointment of a successor.

•

Paramount will have four openings in the Broadway area during a six-day period beginning Wednesday.

The activity will start with the midnight world premiere of the William Perlberg-George Seaton film, "Anything Can Happen," at the Mayfair Theatre on Wednesday. On that day also "Encore," produced in England by Paramount and J. Arthur Rank, will have its American premiere at the Normandie. On April 4 "Honk Kong," the William Pine-William Thomas color in Technicolor film will have its local premiere at the Globe. On April 8 Leo McCarey's "My Son, John," will have its world premiere at the Capitol.

•

Film export officials, representatives of the entertainment world and press and radio reporters yesterday attended a cocktail reception in honor of Gino Cervi, star of the Italian-made "Les Miserables," which Italian Films Export gave at the Rainbow Grill of Radio City.

•

WASHINGTON, March 27.—President Truman told Congress today that the information media investment guarantee program is no longer necessary under the foreign aid program, but that it should be carried on by some other government agency.

•

BOSTON, March 27. — The Smith Management Co. of Boston has become a member of Allied of New England. It will be represented on the board of directors by Phillip Smith, president of Smith Management, which recently acquired Giles Theaters of New England. Giles was represented on the board of Allied by John S. Giles. Smith replaces Giles, who has left exhibition.

•

New York will have its own Academy Award presentation ceremony Wednesday, on the stage of the Mayfair Theatre as the highlight of the midnight world premiere of Paramount's "Anything Can Happen."

Jose Ferrer, star of the film, will present the award to Kim Hunter, co-star in the picture and winner of a 1951 Academy Award.

Jarrico Case

(*Continued from page 1*)

Communist, on grounds that the answer might tend to incriminate him.

In his letter Hughes, managing director of production of RKO Pictures, declared that he cannot believe that a majority of Guild members wants to "impose a startegy of uncertainty, or a cold war" upon the personnel of RKO or any other studio.

N.Y. Bars Films, TV, Radio at Hearings

Albany, N. Y., March 27.—Governor Thomas E. Dewey today signed a bill prohibiting the televising, broadcasting or taking of motion pictures at any official proceeding to which witnesses are subpoenaed.

The measure covers all proceedings by a court, commission, committee, administrative agency or other tribunal.

Goodman Is Named 20th-Fox Ad Head

Abe Goodman

Abe Goodman has been named advertising manager of 20th Century-Fox by Charles Einfeld, company vice-president. Goodman, who had been 20th's assistant advertising manager for the past three years, succeeds Jonas Rosenfeld, who resigned last October. From that time until last month, Alec Moss was acting advertising manager.

Goodman began in the film industry as a member of the field exploitation staff of Universal, subsequently handling exploitation campaigns for theatre circuits before joining 20th Century-Fox.

'Charley' Premiere At N. Y. Music Hall

Warner and Radio City Music Hall have closed a deal which dates the world premiere of the color by Technicolor production of "Where's Charley?", starring Ray Bolger in his original Broadway musical comedy role, at the Hall in July.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SINGIN' IN THE RAIN"
Gene KELLY Donald O'CONNOR Debbie REYNOLDS
Color by TECHNICOLOR - An M-G-M Picture
plus The Glorious Easter Stage Show

FRANK SINATRA
SHELLEY WINTERS
ALEX NICOL in
Meet DANNY WILSON
in person
FRANK SINATRA
FRANK FONTAINE
JUNE HUTTON
BUDDY RICH
And His Orchestra
PARAMOUNT
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies. 10c.

Industry Must

(*Continued from page* 1)

and was not undertaking to speak for the Committee or its chairman, Rep. Wood (D., Ga.). Nevertheless, he said, he felt certain they would welcome such a meeting with representatives of this industry, as they would with those of any other industry in such a case.

The suggestion for such a meeting would have to come from the industry, he said, if its leaders felt the committee's report was erroneous or unfair.

The industry, through the Council of Motion Picture Organizations, protested the committee's report and asked for a correction at its meeting in New York on Feb. 21. Committee members have been engaged in hearings and other official business which took most of them away from Washington for a major part of the time intervening and the industry's protest has not been acknowledged. The communication did not include a request for a meeting between industry representatives and Committee members.

Open To Approaches

Doyle said today the Committee has no intention of seeking such a meeting but it is always open to such approaches.

In New York yesterday, COMPO and Motion Picture Association of America officials expressed immediate interest in Doyle's suggestions concerning a meeting with the Committee on the report. It was indicated that the subject will be up for discussion at a meeting of top-level industry executives at MPAA headquarters in Washington on Sunday and Monday.

MPAA Meet in D. C.

(*Continued from page* 1)

it was learned that Spyros Skouras, 20th Century-Fox president, will return from the Coast tomorrow and will attend the meeting and that Barney Balaban, Paramount president; Albert Warner, vice-president of Warner Brothers, and, possibly, Nicholas M. Schenck, Loew's president, will interrupt Florida visits to attend.

Ned E. Depinet, RKO Pictures president, Nate J. Blumberg, Universal president, and H. J. Yates, Republic president, all of whom are in Hollywood, will not attend. John J. O'Connor, Universal vice-president, will represent Blumberg; Depinet may be represented by William H. Clark, RKO Pictures treasurer, and Theodore R. Black, associate general counsel of Republic, will represent that company.

Jack Cohn, vice-president of Columbia, will attend, as will top officials of the MPAA New York and Washington offices.

New Film Report

(*Continued from page* 1)

tal report as the vehicle for retracting some of the criticism of Hollywood contained in the annual report.

Another Committee member said he understood that the staff was working on a supplemental report, and that "I can promise you the members will read this one before we put it out." Previously, one lawmaker had indicated the members had not read carefully the sections of the annual report taking Hollywood to task for not doing a better job of cleaning out Communists.

Seek Theatre TV for Meets

(*Continued from page* 1)

"large corporation" was the Philco Co., which wanted theatres in Albany, Washington, Baltimore and Richmond for a possible sales meeting. The government agency, he said, was the Department of Agriculture. Civil Defense has already put on two theatre television sessions and CDA officials have reported that they are contemplating a third.

Goldenson's statements came in response to questioning from FCC hearing examiner Leo Resnick, who pointed to the UPT head's previous statements that the greatest use of theatre television would be in the "off hours of the theatre." Resnick wanted to know more about what was '"likely to occur in the off hours."

In response, Goldenson described the possible morning use of theatres for large meetings, on a closed circuit, with two-way audio-visual facilities and a split screen. A company's officers could sit in one city, he explained, and talk to its sales force, which would be gathered in theatres in many cities. Salespeople having questions could ask them, and both the officers and the salesmen would be visible on the screen to all personnel in all theatres. The same held true of stockholders meetings, he said, with the board of directors in one city talking to stockholders in many places. "They can have as many stockholders present at one meetings as they would have in separate meetings all over the country," he explained.

When Resnick asked for an example of the use of this technique Goldenson cited the two Civil Defense showings, on which UPT secretary-treasurer Robret O'Brien had worked. Civil Defense was very "excited over the possibilities," he said.

"The primary income from theatre television will come from its non-theatrical use," Goldenson said.

The UPT president declared his company had gone into theatre television as an experiment, as a public service and "to try and show the public we're progressive." Originally, he said, he thought there would be "12 to 18" events a year that would be suitable for theatre TV, but he later revised his estimate down to five or six a year.

He told Resnick the reasons why UPT would not go into production for theatre television were because "we are an exhibition outfit" and because theatre television was an "incident" to the theatre program and "couldn't be supported by the few events suitable for it."

When Resnick asked whether it wouldn't be to UPT's advantage actively to "pursue theatre television" and gain additional revenue from distribution, Goldenson replied that the board had discussed it after separation from the parent company and had decided "to stay away from production and distribution." Events would be offered to all the theatres in a given area, he explained, and UPT theatres would have a chance to get them.

Besides, he said, theatre TV production would involve setting up production and distribution organizations and "I just don't want to get into that."

Other witnesses today were Herbert T. Schwarz and John Coleman, UPT directors who will also be directors of the company resulting from the merger between UPT and the American Broadcasting Co. Tomorrow's two witnesses will testify for the Columbia Broadcasting System on the sale to CBS of WBKB, Balaban and Katz's Chicago television station. Goldenson is expected to follow them to the stand for further cross questioning.

New TV Stations

(*Continued from page* 1)

he declared, and additional stations would not "have the same impact on theatres as did the first 108 stations." Moreover, he pointed out, the 108 stations now authorized "cover 66⅔ per cent of the present market."

He maintained that in the past two or three years the industry has produced excellent pictures and added that there has been a decrease in the amount of "B" pictures made.

He cited Boston and Chicago as examples of areas that are on the way back and said they were "running ahead this year over last year." He added, however, that it was too soon to tell whether the upswing would continue.

Asked by Ford on the future of exhibition, Goldenson declared, "Our board feels as I do that the theatre business is a sound business and will continue to be a sound business," although it may never be "as big as 1946."

Goldenson also said he agreed that television may offer "the greatest medium ever used to advertise movies."

20th Profit

(*Continued from page* 1)

subsidiaries, including National Theatres Corp. and Roxy Theatre, Inc., come under the financial reports.

For the fourth quarter ended Dec. 29, 1951, consolidated net earnings after all charges were $2,160,803. This amounted to 78 cents per share of common stock. Earnings for the third quarter of 1951 were $1,076,515. Earnings for the fourth quarter of 1950 were $2,957,537, or $1.02 a share, including a net gain of $1,183,985 from exchange of theatre properties.

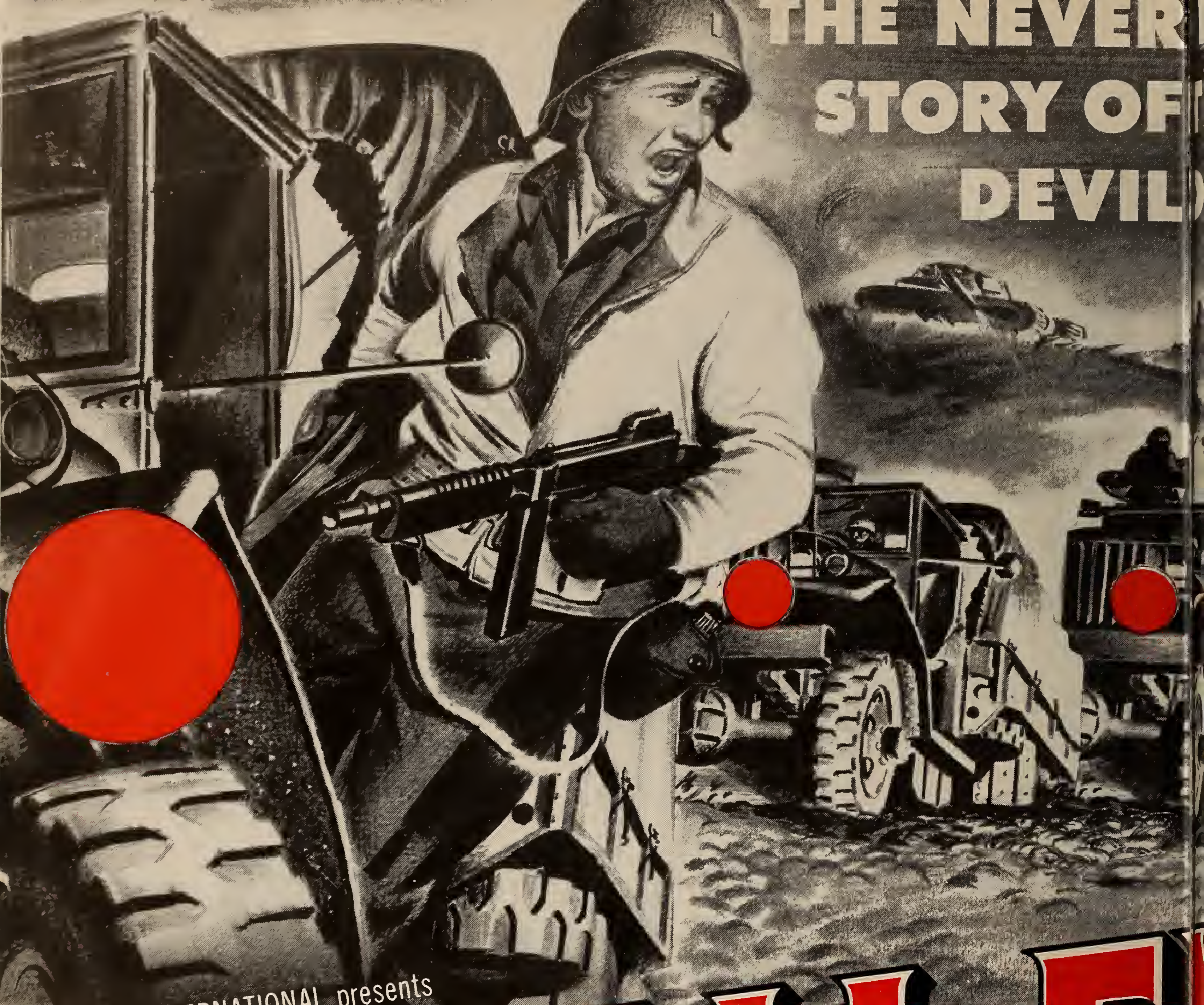
After Deducting Dividends

After deducting dividends on prior preferred and convertible preferred stocks, which were both retired in full on July 13, 1951, the consolidated net earnings last year amounted to $1.47 per share on 2,769,485 shares of common stock outstanding. The 1950 net, after deducting preferred dividends, amounted to $3.26 a share on the 2,769,172 shares then outstanding.

Film rentals in 1951 amounted to $92,489,357, against $90,841,764 for 1950. Theatre receipts last year totalled $58,169,152, compared to $60,153,264 for the previous year. Amortization of film costs in 1951 amounted to $62,766,079 and in 1950, $60,276,430. Film distribution, theatre operation and administration expenses varied slightly in the two years: $81,813,875 in 1951, and $81,140,694 in 1950.

GIVE to the American Red Cross.

"One Big Affair"
starring
EVELYN KEYES · DENNIS O'KEEFE
Wait 'til you see Evelyn as the PAJAMA-TOP GIRL!
...IS ONE BIG BOXOFFICE BONANZA!
thru UA



UNIVERSAL-INTERNATIONAL presents

RED BALL E

Starring

JEFF CHANDLER · ALEX NICOL ·

with **JACQUELINE DUVAL · SIDNEY POITIER · HUGH**

DIRECTED BY BUDD BOETTICHER · SCREENPLAY BY JOHN MICHAEL HAYES · PRODUCED BY AARON ROSENBERG

U-I

BEFORE-TOLD
THE ARMY'S
DRIVERS
XPRESS

...thru 270 miles of Bullets, Bombs and Flaming Fury they carried the stuff that broke the Nazis' back!

UDITH BRAUN · CHARLES DRAKE

'BRIAN

AKES THE MONEY-MAKERS!

Universal International

1912 40th Anniversary Year 1952

Compo to Make Film For Armed Services

The Council of Motion Picture Organizations, acting as coordinator of the industry's cooperation with the U. S. Defense Department in the recruitment of women for the Armed Forces, has completed plans for the production of a short subject and also for the picturization of a song number.

Arthur L. Mayer, COMPO executive vice-president, has submitted to the Defense Department the script for a 10-minute short prepared under the direction of Jay Bonafield of RKO Radio. As soon as the script has been approved by Defense authorities production is expected to be started in New York.

The song will be featured in a two-minute trailer that may be added to newsreels when it is completed. The music for the number was written by Jules Styne and the lyrics by Betty Comden and Adolph Green. Efforts are being made to get Jane Froman or some other top personality to sing the number for the trailer, which also will be produced in New York.

In addition to these activities, COMPO has sent the Defense Department several slogans suggested for the Department's recruiting campaign by copy writers in the advertising departments of major film companies.

High School Students Take Over Local House to Keep it Running

To insure the continued operation of their local motion picture theatre, businessmen and townspeople of Mayville, N. Y., a small town on the tip of Lake Chautauqua, have enlisted local high school students as the theatre's management.

The story of Mayville's struggle to preserve its theatre was revealed in a letter from Edward R. Susse, an M-G-M salesman in Buffalo, made public by Arthur L. Mayer, vice-president of the Council of Motion Picture Organizations.

Compo Dues

(*Continued from page* 1)

long-distance telephone during the conference.

The new dues assessment program, as set forth at the annual board meeting, calls for payment by regular theatres of from $10 to $100 per year depending on seating capacity. The drive-in assessments will range from $10 to $50 depending on car capacity. The plan replaces the one-tenth of one per cent of film rentals assessment, which proved ineffective. However, as was the case with the former arrangement, the new system provides that distributors will match dollar-for-dollar all contributions of exhibitors.

Rembusch Says No

Asked yesterday if he would accept the presidency of COMPO if Allied States were designated the lead-off charter member under a possible system of rotating the office among member organizations, Rembusch said he would not. He explained that his family and business ties keep him sufficiently occupied to make his acceptance of the post impossible.

Patton Heads New Altec Division

Altec, theatre sound service organization, has opened a new division, in Newark, to cover the territories from that city to Pittsburgh, and from Syracuse to Norfolk. L. J. Patton, a field manager, will be in charge of the new division, while D. A. Peterson, likewise a field manager, and Glenn Pinckney, an inspector, have been promoted to branch managers for the respective Southern and Northern areas of the new division.

New branch managers' posts were established in Boston, where field manager R. E. (Red) Pierce was assigned, and in New York, where the assignment goes to Ralph Kautzky, likewise a field manager.

TV Code Highlights

(*Continued from page* 1)

items on the agenda are: an address by Federal Communications Commission Chairman Paul A. Walker; a debate on televising of Congressional and judicial proceedings; election of TV board members; a speech by National Production Authority Administrator Henry H. Fowler on the outlook for critical materials; and a discussion of plans for coverage of the 1952 political coanventions and election campaigns.

N. Y. Bookers to Frolic

The New York Motion Picture Bookers Club will hold its annual dinner-dance on April 27 at the Hotel Astor.

Rodgers' Pact

(*Continued from page* 1)

ers' services "shall be in an advisory capacity as required by the board of directors of the corporation, and shall be rendered in the best interests of the corporation at such times and in such places as may from time to time be mutually agreed upon."

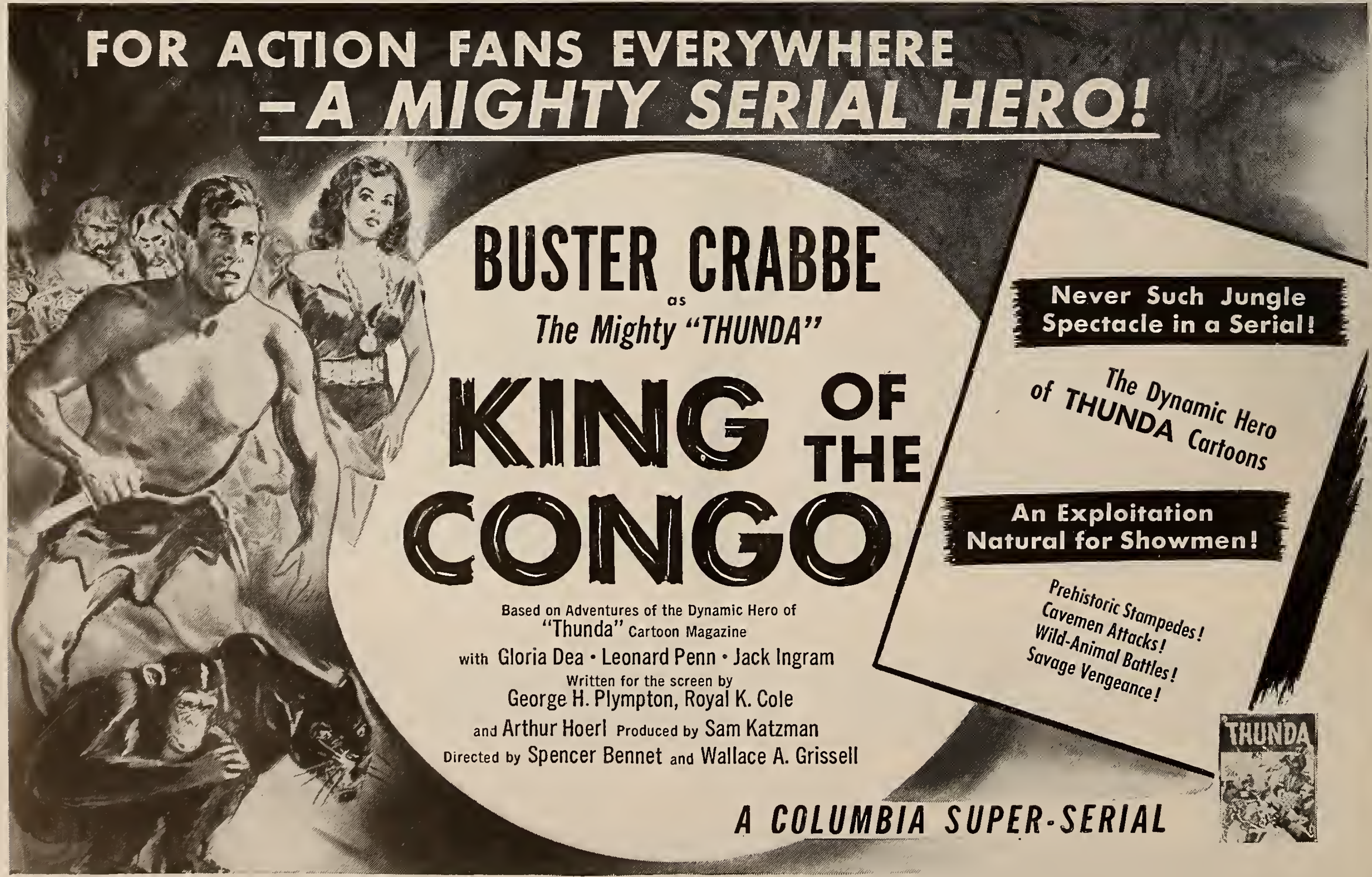
Also provided for is reimbursement of Rodgers in the amount of $200 per week for "unusual expenses incurred in behalf of the corporation for which it is difficult or impossible for Rodgers to account in detail." This amount will be in addition to ordinary traveling expenses.

Paid Into Retirement Fund

Rodgers salary during the last fiscal year totalled $114,714. In the same period the company paid into its retirement fund for the benefit of Rodgers a sum of $38,376. Pursuant to the contract which will expire on July 26, Loew's also deposited in escrow $78,000 during the year ending August 31, 1951. Under the terms of the contract, payments to Rodgers of $1,739 monthly are being made out of a fund previously deposited in escrow. Under the new contract there will be no further deposits toward future contingent compensation.

Telemeter Gets Franchise

HOLLYWOOD, March 27.—The Palm Springs, Calif. City Council last night voted International Telemeter Corp. a 50-year exclusive franchise for cabling television to that mountain-shielded community under Telemeter's recently announced program.


FOR ACTION FANS EVERYWHERE
—A MIGHTY SERIAL HERO!

BUSTER CRABBE
as
The Mighty "THUNDA"
KING OF THE CONGO

Based on Adventures of the Dynamic Hero of
"Thunda" Cartoon Magazine
with Gloria Dea • Leonard Penn • Jack Ingram
Written for the screen by
George H. Plympton, Royal K. Cole
and Arthur Hoerl Produced by Sam Katzman
Directed by Spencer Bennet and Wallace A. Grissell

Never Such Jungle Spectacle in a Serial!

The Dynamic Hero of THUNDA Cartoons

An Exploitation Natural for Showmen!

Prehistoric Stampedes!
Cavemen Attacks!
Wild-Animal Battles!
Savage Vengeance!

A COLUMBIA SUPER-SERIAL

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 71. NO. 62 NEW YORK, U. S. A., MONDAY, MARCH 31, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE television behemoth, employed over the past three years to frighten the little and the big alike in the motion picture industry, is being deflated to actual size.

The monster, the prophets said, would not be long in devouring the motion picture and its theatres. Like most soothsayings concerning the unpredictable, those prophecies now are beginning to be revealed for what they were—50 per cent imagination, 40 per cent wishful thinking and 10 per cent sound judgment.

Television will not devour the motion picture. It may nibble away a 10 per cent corner of it. The estimate may be over-generous, but some loss to television is certain because, like so many other competitors for the leisure of the public, it will keep some patrons from theatres some of the time.

But television devour the theatre? The testimony of experts by now is ample that television can barely afford to pay for our shopworn, second-best merchandise, let alone marshal the sums required to compete with the theatre for our best product.

•

The recent and current Federal Communications Commission hearings in Washington, which have elicited the testimony of some of the best informed minds on the subject in motion pictures, theatre operation and television broadcasting and programming, have done more than any other single development in the last three years to place in proper perspective the probable competitive position of motion pictures and television.

Television cannot now, nor in the foreseeable future will it be able to, outbid the theatre for theatrical motion pictures of quality.

Television will come to rely increasingly on motion pictures for programming. They will be pictures made especially for the medium—abbreviated in length and episodic in construction, to accommodate the commercials, station-breaks, domestic interruptions, and other home audience irritants peculiar to sponsored give-aways.

Those are the sworn beliefs of experts, spread upon the FCC hearing record. They are not the airy, irresponsible musings of unqualified oracles, of which we have had too many for too long.

Block State Dept. Plans To Make Theatrical Films

WASHINGTON, March 30.—The House Appropriations Committee has denied all monies requested by the State Department for a new program to produce 18 feature films overseas for theatrical distribution in the Near, Middle and Far East.

The committee did, however, vote the entire $10,600,000 sought by the Department's international motion picture division for its regular 1952-53 program to produce and distribute "information" films in non-theatrical channels.

The Department had asked $4,658,000 for a "special project" of producing feature-length films, with propaganda overtones, in Tokyo, Cairo and other Asia-Africa locations, for on-the-spot distribution to theatres. It said they were needed to combat Russian films that were getting theatrical distribution and were having a "profound effect." But the Appropriations Committee vetoed this project, giving no reason.

The $10,600,000 for the film division's regular program in the year starting July 1 is slightly more than

(*Continued on page 3*)

Jarrico Sues Hughes For $350,000

Los Angeles, March 30.—Paul Jarrico, film writer who refused to tell the House Un-American Committee whether he was a member of the Communist Party, on Friday filed a $350,000 Superior Court suit against RKO Pictures managing director Howard Hughes charging contract violation and personal damages. After RKO had discharged Jarrico on a 'morals clause' basis, the writer demanded credit for work on "The Las Vegas Story." On March 17 RKO filed suit denying Jarrico's contribution to the film.

See 'Red' Problems Up at MPAA Meet

WASHINGTON, March 30.—Top industry officials arrived here today from New York and Florida for a special meeting of the Motion Picture Association of America board which reportedly will have high on its agenda consideration of industry public relations problems arising out of the House Un-American Activities Committee report on Hollywood employment of Communists and sympathizers and other adverse manifestations resulting from the same problem.

In the absence of an official statement from MPAA on the meeting, speculation also extends to a possible

(*Continued on page 3*)

Further Compo Dues Talks to Be Held

Following a meeting here on Friday of the Council of Motion Picture Organizations' finance committee, it was indicated that a target date for activating the new COMPO dues collection system would be set after the committee meets at least once more. A date for another meeting was not set.

Trueman T. Rembusch, chairman, and committee members Ben Kalmenson, Oscar Doob and Harry Brandt

(*Continued on page 3*)

Plan CD Midwest Theatre Telecasts

The first series of off-hour "non-entertainment" theatre television programs will be launched in late May or early June in the Midwest by the Civil Defense Authority, it was learned here at the weekend.

The deal, which was initiated by United Paramount Theatres, will be open to other TV-equipped houses, depending upon the needs of CD officials. According to present plans, the telecasts will be held once a month for a length of time yet to be agreed upon.

The projected telecasts will be the

(*Continued on page 3*)

20th Sets Six Top Reissues for 1952

Twentieth Century-Fox will re-release six of its top productions of past years, starting May 15 and continuing through the end of the year, it was announced over the weekend by Al Lichtman, director of distribution. Four of the productions are in color by Technicolor, and the remainder are in black-and-white.

The four in Technicolor are: "Leave Her to Heaven," starring Gene Tierney, Cornel Wilde and Jeanne Crain;

(*Continued on page 3*)

State Dept. to Negotiate New French Pact

Will Do So in Compliance With MPAA, SIMPP Bid

WASHINGTON, March 30.—The U. S. State Department has agreed to carry on negotiations with the French government for a new Franco-American film pact. The Motion Picture Association of America and the Society of Independent Motion Picture Producers had asked the State Department to do so.

The main points which the Americans will seek to win in the negotiations are these: (1) a substantial increase over the 121 pictures per year now being admitted by the French, (2) maintenance of an unrestricted remittance flow, and, (3) a slash in the stiff dubbing tax now prevailing.

There was no indication in the State Department reply when negotiations

(*Continued on page 3*)

Ray Hendry Named Intermountain V-P

SALT LAKE CITY, March 30.—Ray M. Hendry has been named vice-president and general manager of Intermountain Theatres, Inc., a subsidiary of United Paramount Theatres. The appointment, made by Leonard H. Goldenson, president of UPT, follows the resignation of Sidney L. Cohen, who for the past two years had served as associate general manager of the operation with Hendry. Hendry started his theatre career as an usher in Salt Lake in 1920.

Public Asks, Gets Theatre TV of Game

KANSAS CITY, March 30.—Commonwealth's Granada Theatre at Lawrence, Kan., where Kansas U. is located, televised the basketball game between Kansas U. and Southwest Missouri State for an Olympic berth last night. This was responsive to "public demand" in that more than 700 calls came to the theatre in one day asking if the Granada would show the game in case the *Kansas City Star's* television station WDAF-TV should broadcast it. The next day announcement was made that the game would be televised. Admission was set at $1.00.

TV Contents Head For House Probe

Washington, March 30—The House Rules Committee has approved a resolution to set up a special 15-man House committee to investigate whether television and radio programs contain "immoral or otherwise offensive matter or place improper emphasis on crime, violence and corruption."

The resolution still must pass the House. It would direct the committee to determine the adequacy of existing legislation to handle related problems and to recommend any additional legislation needed.

See Fewer Feature Films for Video

WASHINGTON, March 30.—Jack Van Volkenburg, vice-president of Columbia Broadcasting, told the Federal Communications Commission on Friday that he expected CBS's use of feature film to decrease steadily.

Van Volkenburg explained that the network was committed to a policy of favoring "live" local shows wherever possible, and that as more and more of those became feasible, he expected the network's reliance on feature films would drop.

Van Volkenburg, along with CBS vice-president H. Leslie Atlass, testified on the proposed $6,000,000 purchase by CBS of United Paramount Theatres' Chicago television station, WBKB.

In testimony Friday, UPT president Leonard Goldenson said the uncertainty of the duration of the television station freeze and the long time required to build up audiences for new stations had prompted UPT to favor the merger rather than starting its own TV operations from scratch.

Meanwhile, it was expected that the FCC Paramount hearings would recess tomorrow or Tuesday, following further cross-examination of Goldenson. He is the last witness set for cross-examination on the proposed merger between UPT and American Broadcasting.

Urges Regular Shows As TV Ad Power Test

HOLLYWOOD, March 30.—Spot announcements and minute trailers afford showmen no adequate test of television's value as a medium for theatre advertising, National Theatres advertising-publicity chief Thornton Sargent told delegates to the circuit's annual headquarters meeting at the closing session.

Sargent said outright commercial sponsorship of an established quarter or half-hour program, with the theatre making its pitch at the opening and close, would better demonstrate whether video can be utilized profitably as business-builder for theatres.

Personal Mention

MARSHALL NEILAN, veteran screen director, writer and actor, is visiting in New York from Hollywood.

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JAN LINDSTROM, director of the films and visual information division of the United Nations, will speak at the New School for Social Research Wednesday evening.

•

STANLEY ROSENBAUM, executive of the Muscle Shoals Amusement Co., Florence, Ala., has been named second vice-president of the state organization of B'nal Jewish fraternity.

•

J. MILTON SALZBURG, president of Pictorial Films, returned here over the weekend from the Coast after a stay of two weeks.

•

SPERIE PERAKOS, district manager of Perakos Theatres, New Britain, Conn., has returned there from a Detroit visit.

•

LEWIS OWENS, RKO Pictures Atlanta exchange booker, has been drafted, the fourth consecutive man in that post to be called up.

•

JACK HARRIS, film buyer for Walter Reade Theatres, and his wife will return here today from Miami Beach.

•

SARA SALZER, West Coast editor of *Seventeen* magazine, has returned to Hollywood from New York.

•

ED STEVENS, head of Stevens Pictures in Atlanta, has returned there from New York.

HAROLD MIRISCH, Monogram-Allied Artists vice-president, will return to his Hollywood office from New York today.

•

A. B. NAST, JR., executive producer for Arch Oboler Productions, and MRS. NAST, left here by TWA plane over the weekend for an eight-week trip to Lisbon, Tangiers and Madrid.

•

DAVID BERGER, managing director of the Walter Reade Park Avenue Theatre here, has returned from a Miami Beach vacation.

•

DORE SCHARY, M-G-M studio head, will be a guest of Edward R. Murrow on his CBS radio series, "This I Believe," on Saturday.

•

LEONIDE MOGUY and G. AMATO, producer and director of "Tomorrow Is Too Late," will arrive here from Italy aboard the S.S. *Liberte* today.

•

IRVING SHERMAN, personnel director here for Columbia Pictures, has been appointed to serve in the added capacity of office manager.

•

HARRY MCWILLIAMS, Columbia exploitation manager, is touring the Southwest and will return here on April 9.

•

BERNARD JACON, Lux Film distribution vice-president, has left here on a three-week Midwest tour.

•

SELMA FULD, wife of JACK FULD, film publicist and exploiteer, is at Post Graduate Hospital here.

N. Y. Cinema Lodge Nominates Levine

Martin Levine, Brandt Theatres executive, has been nominated to the presidency of New York's Cinema Lodge of B'nai B'rith for a second year. Elections will be held at a meeting of the Lodge to be held at the Hotel Warwick Wednesday evening.

Nominated for vice-presidencies are Marvin Kirsch, Moses L. Love, Milton Livingston, Joseph Maharam, Sol Rissner, Robert K. Shapiro and Al Wilde. Jack H. Hoffberg has been nominated treasurer, Merrill E. Joels has been nominated secretary and Albert Senft has been nominated chaplain. Nominated to the board of trustees are Max B. Blackman, Julius Collins, Harold L. Danson, Leo Jaffe, Louis Novins and Arthur H. Schwartz of Schwartz and Frohlich.

Alperson Chairman Of Cinecolor Board

HOLLYWOOD, March 30.—At a Cinecolor Corp. directors meeting held here, two vacancies on the board were filled by Edward L. Alperson, independent producer, and James M. Fidler newspaper and radio columnist. Alperson was also elected chairman of the board.

Regents Reject 'Latuko' Appeal

ALBANY, N. Y., March 30.—The New York Board of Regents ruled at the weekend that "Latuko," the African documentary sponsored by the American Museum of Natura History, cannot be screened in theatres of the state with scenes depicting nude male African tribesman.

The board added, however, that application may be made for special permission to show the film in non-public places.

In its report, the board subscribed to the views expressed by its reviewing sub-committee that "the film undoubtedly has certain scientific and educational value . . . however, the parts required to be deleted are indecent."

The Museum, in its application for review, stated that a license for theatre exhibition would permit it to erase a probable $15,000 deficit for current-year operations.

Officials of the American Museum of Natural History here would not comment on the "Latuko" decision of the Board of Regents. Irving Lesser, president of Producers Representatives, Inc., distributor of the film, could not be reached here for comment.

Newsreel Parade

RIOTS in Rome and aviation news are current newsreel highlights. Other items include Korean fighting, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 27—Riots in Rome. Volcano in Philippines. Troops in air drop. Van Fleet. President Rhee see war drills. Gas-well blows up. Jane Froman honored, George Jessel honored. Fashions. Boxing.

NEWS OF THE DAY, No. 2[illegible]1—Mass parachute maneuvers Rome riots for the return of Trieste. Navy planes blast Korea. Auto with wings. Storybook playground. Fashion show. Sports: Golden Gloves.

PARAMOUNT NEWS, No. 65—Riots mark protests over Trieste. White Russians reach freedom at last. "Knife" act in Germany. Car with wings. Helicopter ready for passengers. Golden Gloves.

TELENEWS DIGEST, No. 13-B—War games. Otto Remer convicted in Germany. Helicopters become commercial. C-46 in test. Flying autos. Cotton yield in South Carolina. Sun Valley skiers.

UNIVERSAL NEWS, No. 547—Aviation in the news spotlight. New playground opened in California. News from the sports world: Golden Gloves, children skiing.

WARNER PATHE NEWS, No. 66—Escapees from Red slave camp. C-46 passes dead-engine test. Helicopter approved for scheduled air service. Flying car. Wheelchair travelers. Record family of 60. Fashions. Golden Gloves.

2nd Place in UA Drive to N.Y.

Second prize in the recent United Artists sales drive went to the New York branch for achieving 120 per cent of its sales quota, it was disclosed here at the weekend.

Fred Myers, UA district manager, accepted the award for the New York exchange on Friday at a final New York-Philadelphia-Washington sales meeting, presided over by UA vice-presidents William J. Heineman and Max E. Youngstein.

The home office sales contingent at the two-day meet also included Bernard G. Kranze, executive assistant to Heineman; Milton E. Cohen, Western-Southern sales manager; Nat Nathanson, Eastern-Canadian sales manager; John Hughes, assistant to Nathanson, and Joseph Sugar, contract department chief.

Francis M. Winikus, national director of advertising-publicity; Alfred H. Tamarin, publicity manager; Roger Lewis, advertising manager, and Mori Krushen, exploitation manager, also attended.

Breakston, Stahl Making Film for UA, TV Series for UA-TV

A new color film, to be made on location in East Africa, will be released by United Artists, it was announced here by UA distribution vice-president William J. Heineman. The film, entitled "Morassi," is the first of three to be made by George Breakston and Ray Stahl. Martha Hyers will star. At the same time, the producing team has concluded arrangements with United Artists Television to deliver a 13-installment series of TV shows to be made simultaneously with the filming of "Morassi."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074: Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Loew's UA Circuits Get Extension

Washington, March 30.—The Justice Department has extended to April 15 the deadline for Loew's and United Artists Theatres to terminate their joint interest in eight theatres in Kentucky, Maryland, Ohio and Pennsylvania. The previous deadline was tomorrow.

To Honor Four for Aid to Appeals

PHILADELPHIA, March 30.—The following four will be honored by the theatrical division of the Philadelphia Allied Jewish Appeal Trade Council at a dinner to be held on April 7 in the Bellevue-Stratford Hotel, for their aid to the annual Allied Appeal campaigns:

Frank L. McNamee, circuit owner and fire commissioner of Philadelphia; James P. Clark, president of Highway Express, film delivery service, and president of the Philadelphia Eagles football club; Victor H. Blanc, City Councilman and chief barker of the Philadelphia Variety Club, and Fredric R. Mann, the city's recreation commissioner.

Theatremen to Honor Jane Froman April 3

Independent and circuit theatre owners of the New York Metropolitan area on April 3 will pay tribute to singer Jane Froman at a testimonial luncheon at the Hotel Astor here. Miss Froman will be cited for her "important contributions to the morale of the Armed Forces during World War II."

Luncheon host will be the Independent Theatre Owners Association of New York.

'Nelly' Premiere In Hutchinson

HOLLYWOOD, March 30.—Acting on a petition signed by 35,000 residents of Hutchinson, Kansas, 20th Century-Fox has agreed to stage the premiere of "Wait 'Till the Sun Shines, Nellie" in Hutchinson in mid-May.

The petition was presented to 20th-Fox officials by Mayor William Shaw of Hutchinson, where the picture was filmed.

Canavan Quits RKO Construction Dept.

Dave Canavan, head of RKO Theatres' maintenance and construction department, has resigned, effective last Friday. He will, however, be retained as a consultant.

Canavan is taking an extended vacation and upon his return will announce future plans.

Singin' to Open Chi.'s Palace April 12

CHICAGO, March 30.—The Palace Theatre will reopen April 12 under its new management with the first attraction being "Singin' in the Rain." The picture is in for a run of at least three weeks. New sound equipment will be installed in the theatre before it reopens.

Review

"The Denver and Rio Grande"

(Paramount)

THIS color in Technicolor adventure film about pioneer railroading in the 1870's has all of the ingredients for an exciting outdoor action production. The railroading is reasonably accurate, the wild mountain scenery along the right of way of the famous Denver, Rio Grande and Western Railroad makes for interesting background, and the love interest is fitted nicely into the prevailing rough-and-tough action line of the film. Edmond O'Brien, Sterling Hayden, Dean Jagger and Laura Elliot do competent jobs in the leads.

The production falters only where the story gets in the way of the action, which unfortunately is frequently. The plot tells about the building of the original Denver and Rio Grande line over the Continental Divide through Royal Gorge in Colorado in competition with the now defunct Canyon City and San Juan line. Canyon City has the edge through the villainy of Hayden, a tough, man-killing construction boss, while General William Jackson Palmer, president of the D. & R.G., holds O'Brien, his field foreman, in check out of respect for the puny forces of the law.

A series of suspicious accidents and finally a payroll train holdup culminate in an open fight with Hayden's men capturing a train and the line, O'Brien's men recapturing the right of way by greater force, a head-on collision and, in the finale, the explosion of a dynamite-laden flat-car with Hayden aboard, wounded by his own assistant.

The action is sufficient for the usual customers of outdoor drama. Railroad fans will be eager for the scenes along the right of way and for the fairly accurate reproductions of equipment. Two rebuilt locomotives will be nostalgically familiar to railroad lovers.

Nat Holt produced in his usual style with Byron Haskin as director.

Running time, 89 minutes. General audience classification. For June release.

MPAA Meet

(*Continued from page 1*)

approach by the industry to the American Legion for a discussion of its criticism of Hollywood for alleged employment of suspected Communists. The *American Legion Weekly* has treated the subject in recent purportedly documented articles and the District of Columbia department of the Legion has let it be known that it may ask the next Legion national convention to order nationwide picketing of films that have known Communists and fellow-travellers associated with them. Some picketing by the Legion here has been under way in recent weeks.

An additional report concerning the MPAA meeting which likewise drew no comment from Association spokesmen was that the MPAA directors may authorize an approach to Chairman Wood (D. Ga.) of the House Un-American Activities Committee to seek a meeting to discuss correction of the committee's report criticizing Hollywood for alleged laxity in terminating the employment of Communists.

Preliminary meetings were held here today by early-arriving directors but the main session is scheduled for tomorrow. Originally, the annual meeting of the MPAA was scheduled to be held tomorrow in New York. This session is a special meeting and does not replace the annual, which has been postponed to April 21-22.

20th-Fox Reissues

(*Continued from page 1*)

"Crash Dive," Tyrone Power, Anne Baxter and Dana Andrews; "To the Shores of Tripoli," John Payne, Maureen O'Hara and Randolph Scott, and "Home in Indiana" with Walter Brennan, Lon McCallister, Jeanne Crain and June Haver.

The others are: "Laura," with Gene Tierney, Dana Andrews and Clifton Webb, and "This Above All" with Tyrone Power and Joan Fontaine.

The black and white re-releases will be ready for showings starting May 15, the Technicolors by June 15.

Compo Dues Talks

(*Continued from page 1*)

discussed "ways and means" whereby flat-rate payments would be made by exhibitors. They were joined in the discussion by Arthur L. Mayer, COMPO executive vice-president; Robert W. Coyne, special counsel, and Charles E. McCarthy, information director.

It was expected that Kalmenson, who is chairman of the distribution committee of the Motion Picture Association of America, would discuss the "ways and means" at the next meeting of the sales managers group to obtain suggestions to be relayed to the Rembusch committee.

Rembusch, meanwhile, will be in communication with H. V. (Rotus) Harvey of San Francisco and Sam B. Kirby of Little Rock, Ark., who are members of the COMPO finance group, to get their views.

French Pact

(*Continued from page 1*)

would start. Industry officials, however, were guessing the new talks would not get under way seriously until mid-May. The present pact expires on June 30.

Both State and the producers feel the French economic situation might improve later, making it possible for the U. S. companies to get better terms.

A shortage of dollars has caused the French in recent months to refrain from remitting amounts which were due under the existing pact.

State Dep't Plans

(*Continued from page 1*)

the $10,225,230 it is operating on in the current year.

Over-all, the Committee chopped from a requested $133,272,914 to $111,066,000 the funds for all overseas information programs—films, radio, books and press—in the coming year.

The anti-trust division of the Justice Department was voted $3,500,000 for the coming 12 months. This would be $55,000 above 1951-52.

NEWS in Brief . . .

CHICAGO, March 30.—Essaness Theatres' attorney Edward Blackman has been told by Federal Judge William Campbell that the 32 West Randolph Corp. suit against Balaban and Katz, Warner Theatres and major film companies must be filed separately and not included with the $25,500,000 anti-trust suit filed by Essaness in August, 1949.

No date has been set for a hearing on the Essaness case.

●

ROME, March 30.—M-G-M's week-long "Quo Vadis" conference ended here at the weekend with a dinner for the delegates. The meeting featured the development of sales plans.

The New York delegation, headed by Arthur M. Loew, president of Loew's International, included Morton A. Spring, vice-president; Samuel N. Burger, sales manager; Charles Goldsmith, coordinator of the British Empire; Seymour Mayer, Far East regional director; David Blum, ad-publicity director, and others.

●

BOSTON, March 30.—The Massachusetts Senate has rejected House Bill No. 961 which would prohibit the construction of drive-in theatres within 2,000 feet of a church, school or hospital. State Senator William Keenan of Boston moved for reconsideration and on his motion the bill will come up again tomorrow for debate. The bill was approved by the Joint Legislation Committee on Mercantile Affairs and passed by the House.

●

"Valley of the Eagles" will have a triple premiere at the New York Rivoli on April 10, it was reported here by Nicholas John Matsoukas, the theatre's advertising-publicity head, who will direct the promotional campaign for the engagement. He will be aided by Marty Weiser and Jeannette Sawyer of Lippert Pictures.

●

MEMPHIS, March 30.—Nineteen Arkansas theatres operated by Malco Theatres have announced benefit shows to raise funds to help tornado victims in their territory. Film companies are donating pictures and employes are working free, M. S. McCord, vice-president of Malco, said.

●

ALBANY, N. Y., March 30. — A sharp increase in the advance sale for the Ringling Brothers-Barnum and Bailey Circus at Madison Square Garden, New York, opening April 4, is probably due to the picture, "The Greatest Show on Earth." Leon Pickett, contact man for the circus, ventured this opinion during a trip here.

Reporting the advance circus sale to be "much greater," Pickett thought it might stem from the publicity given and the crowds attracted to the film about the circus which he promotes.

CD Telecasts

(*Continued from page 1*)

first of their kind for the Midwest. Two similar telecasts have been sponsored by Civil Defense in the East, the last during the fall.

While the planned CD theatre TV programs come under the heading of "public service," it was learned that exhibitors cooperating will be reimbursed for all costs, including line costs and fees for operating their theatres.

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Columbia Pictures Corporation
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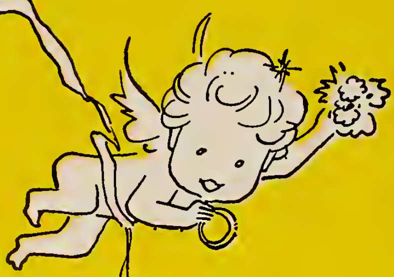
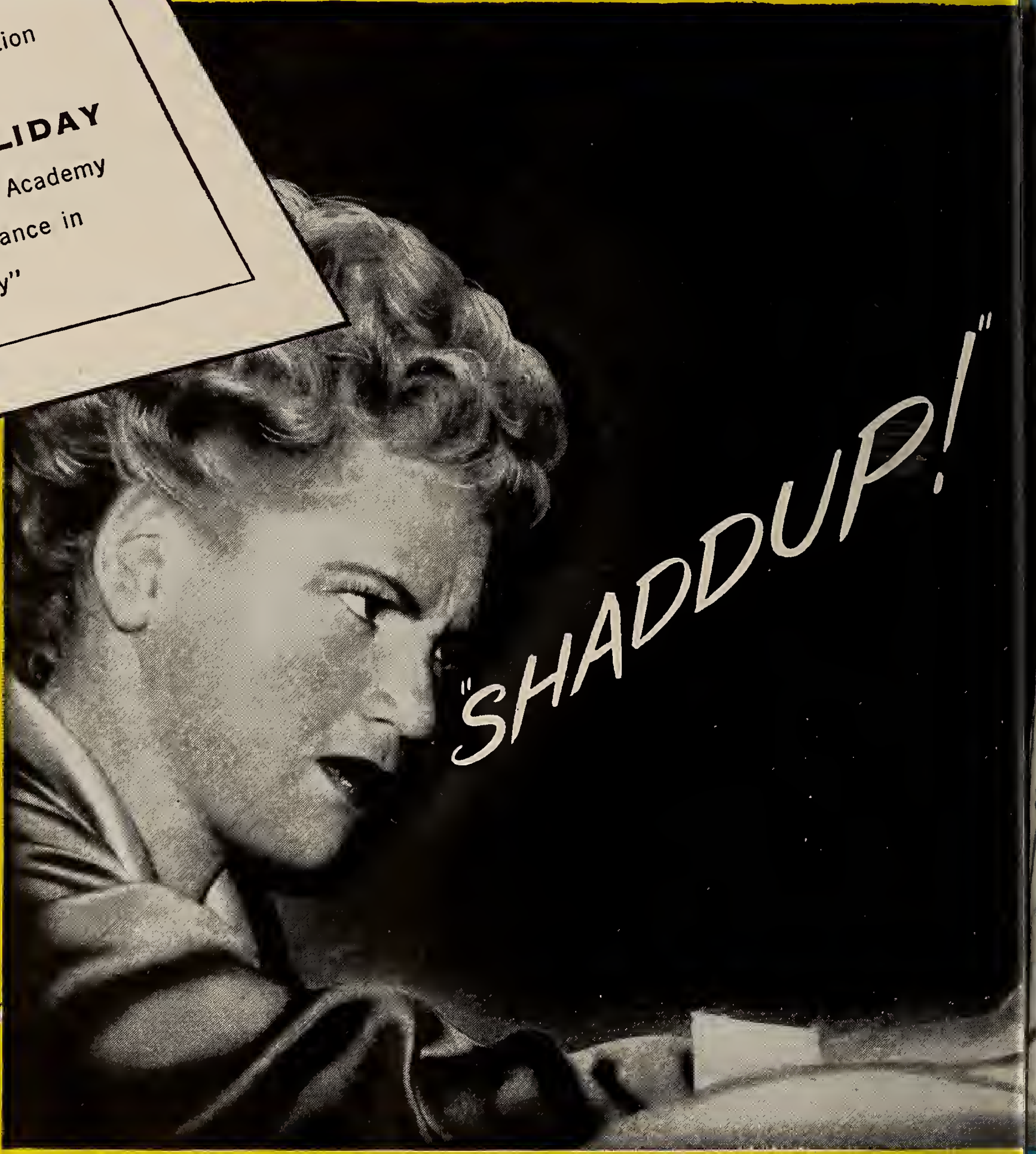
MISS JUDY HOLLIDAY
in a role that matches her Academy
Award-winning performance in
"Born Yesterday"





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"SHADDUP!"
JUDY HOLLIDAY
The Marrying Kind
ALDO RAY
Look
JUDY HOLLIDAY
Marrying Kind
TOPLAY
WHOSE WEDDING BELLS ARE RINGING FOR THAT BORN YESTERDAY BABE
JUDY HOLLIDAY
The Marrying Kind
MOVIE STARS
JUDY HOLLIDAY
The Marrying Kind
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The story of
a marriage
from "I do"
to "Drop dead!"
and back
again

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SELL
THAT IS!

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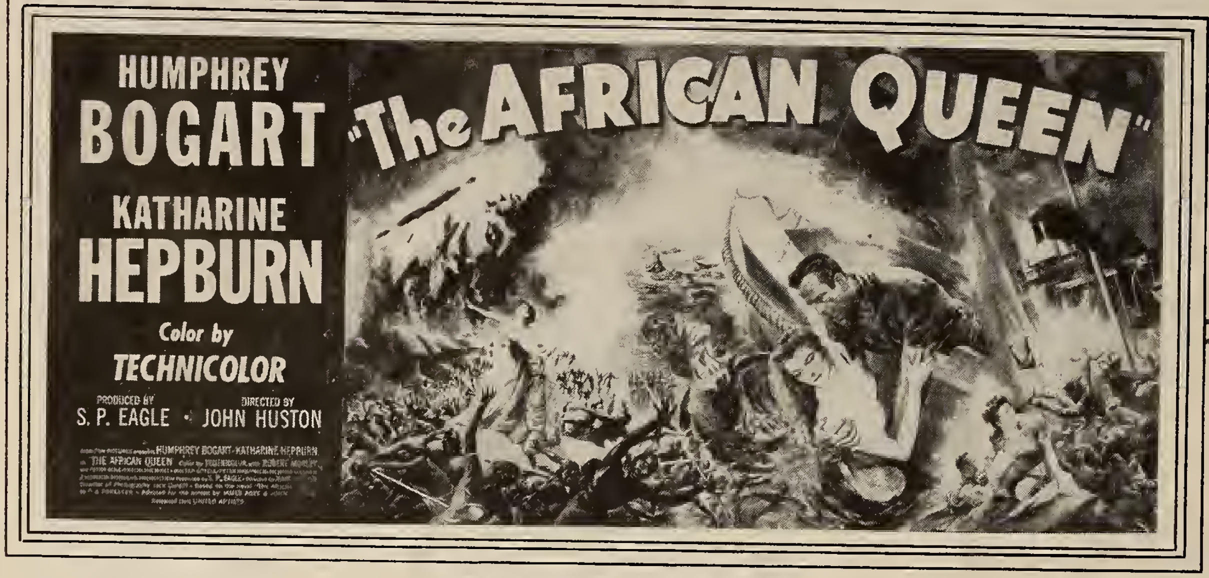
HUMPHREY
BOGART
KATHARINE
HEPBURN
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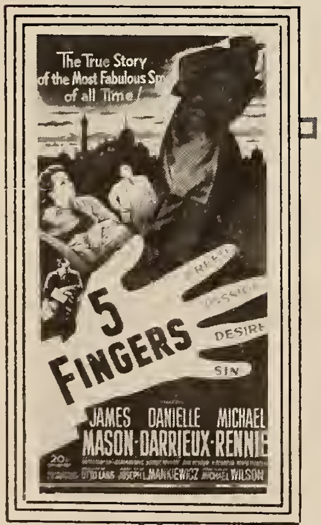
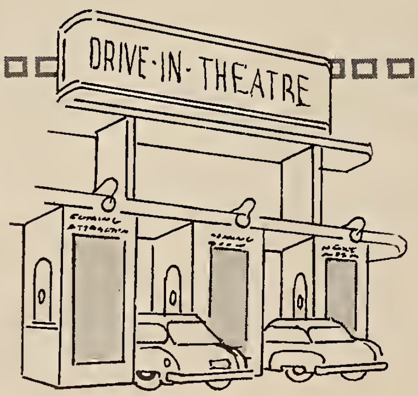
PRODUCED BY
S. P. EAGLE
DIRECTED BY
JOHN HUSTON
"The AFRICAN QUEEN"

USE MORE 24 SHEETS


The True Story of the Most Fabulous Spy of all Time!
5 FINGERS
DESIRE
SIN
JAMES MASON · DANIELLE DARRIEUX · MICHAEL RENNIE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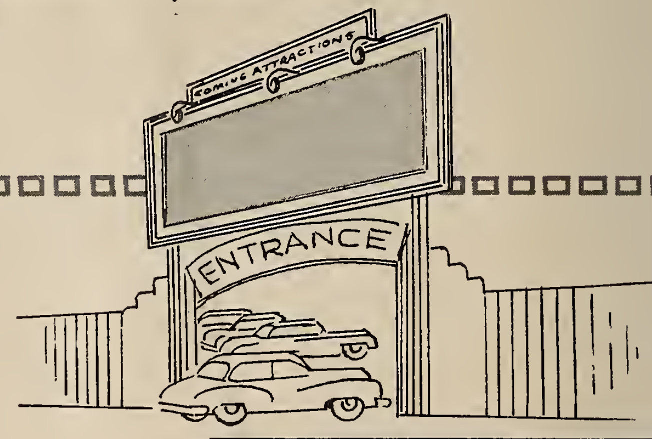
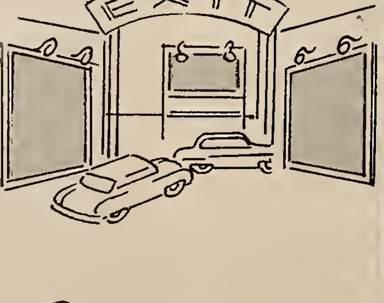
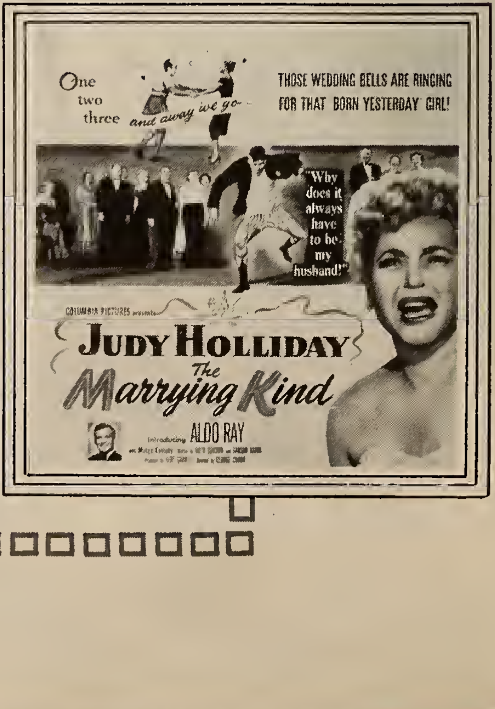

COMING ATTRACTIONS
ENTRANCE

USE MORE 6 SHEETS

USE MORE 3 SHEETS




One two three and away we go
THOSE WEDDING BELLS ARE RINGING FOR THAT BORN YESTERDAY GIRL!
"Why does it always have to be my husband!"
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